

ISSUE 4 | DECEMBER 5-7, 2025

PRESS PLAY

A NEW ERA

FEATURING

AI
Blackstone

Musical Theatre

THE PREMIERE

Season
One



Meadowlands

PLAY
BOOK

YOUR **EXCLUSIVE** BACKSTAGE
PASS FOR THE WEEKEND.



161851919-1612125

A NEW ERA OF DANCE EVENTS.

WELCOME TO PRESS PLAY

We're so excited to finally Press Play on this journey with you! After months of planning, dreaming, and building, Press Play Dance Convention is officially here. This event was created with one simple

mission: to bring dancers together, share unforgettable moments, and celebrate the joy of movement. None of this would be possible without the incredible support of our teachers, staff, families, and most importantly... you, the dancers who showed up ready to move, learn, and connect!

Have a great weekend!



Ray Leeper &
Danny Lawn
Directors



2025-2026 TOUR DATES

NOV. 7-9
MIAMI, FL

NOV. 21-23
TORONTO, ON

DEC. 5-7
MEADOWLANDS, NJ

JAN. 9-11
CHICAGO, IL

JAN. 23-25
DENVER, CO

JAN. 30-FEB. 1
DALLAS, TX

FEB. 6-8
DETROIT, MI

FEB. 13-15
PHILADELPHIA, PA

FEB. 20-22
SEATTLE, WA

FEB. 27-MAR. 1
KANSAS CITY, MO

MAR. 6-8
MANCHESTER, NH

MAR. 13-15
HOUSTON, TX

MAR. 20-22
ATLANTA, GA

MAR. 27-29
SANTA CLARA, CA

OCT. 23-26
LOS ANGELES, CA

APR. 10-12
ANAHEIM, CA

APR. 17-19
BUFFALO, NY

APR. 24-26
ORLANDO, FL

MAY 1-3
PHOENIX, AZ

MAY 7-9
PROVO, UT

NATIONALS 2026

JULY 6-12
LAS VEGAS | MGM GRAND

WHO IS **PRESS PLAY** MEADOWLANDS?

THE DIRECTOR



DANNY LAWN
Director/Jazz
[@dannydawn](#)

THE ARTISTS



RICKY UBEDA
Contemporary
[@rickyubeda11](#)



SPENCER DENNIS
Contemporary
[@SpencerDennis_mvmt](#)



JABU GRAYBEAL
Tap
[@jabuworld](#)



JIM NOWAKOWSKI
Ballet
[@jimnowakowski](#)



AL BLACKSTONE
Musical Theatre
[@alblackstonechoreo](#)



PHIL WRIGHT
Hip-Hop
[@phil_wright_](#)



RYLEE ARNOLD
Ballroom
[@ryleearnold1](#)



KELLY SWEENEY
Jazz Funk
[@kellysweeney1](#)



ELLIE + AVA
College Dance Team
[@elliewagner13](#)
[@avawagner22](#)

THE PRO ASSISTANTS



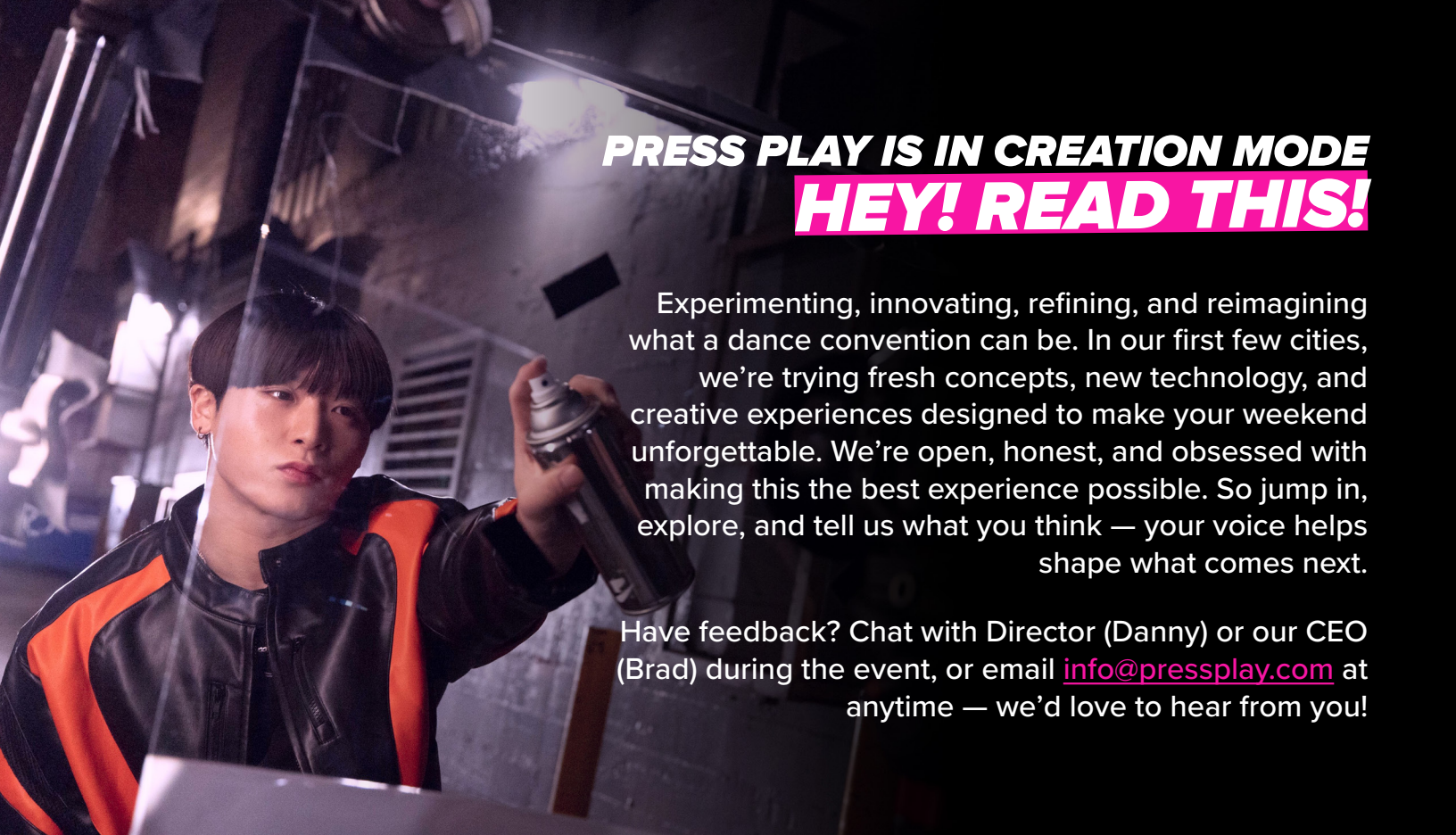
AVA WAGNER
[@avawagner22](#)



BRADY FARRAR
[@BradyFarrar](#)



BOSTYN BROWN
[@Bostynbrown3](#)



PRESS PLAY IS IN CREATION MODE **HEY! READ THIS!**

Experimenting, innovating, refining, and reimagining what a dance convention can be. In our first few cities, we're trying fresh concepts, new technology, and creative experiences designed to make your weekend unforgettable. We're open, honest, and obsessed with making this the best experience possible. So jump in, explore, and tell us what you think — your voice helps shape what comes next.

Have feedback? Chat with Director (Danny) or our CEO (Brad) during the event, or email info@pressplay.com at anytime — we'd love to hear from you!

#PressPlayYourPart PHOTO CHALLENGE

HOW IT WORKS

Collect the moments that make Press Play unforgettable! Complete all 3 photo prompts below during the weekend, then create an Instagram post or carousel showing your photos.

YOUR MISSION

1. Strike a pose on a Press Play Step & Repeat
2. Take a pic with a dancer from another studio
3. Snap a photo with your favorite Press Play Merch

HOW TO ENTER

Post your completed photos as a carousel (or collage) on Instagram.

Tag @pressplay and use #PressPlayYourPart + #PressPlayMEADOWLANDS in your caption.

Bonus: Share one of the photos to your story and tag us for extra credit!

PRIZE

One #PressPlayYourPart Winner will be selected randomly and will receive one free regional Workshop scholarship, plus a feature on our Instagram story!

Meadowlands **VENUE**

The Park Hotel at Meadowlands

Two Meadowlands Plaza

East Rutherford, NJ 07073

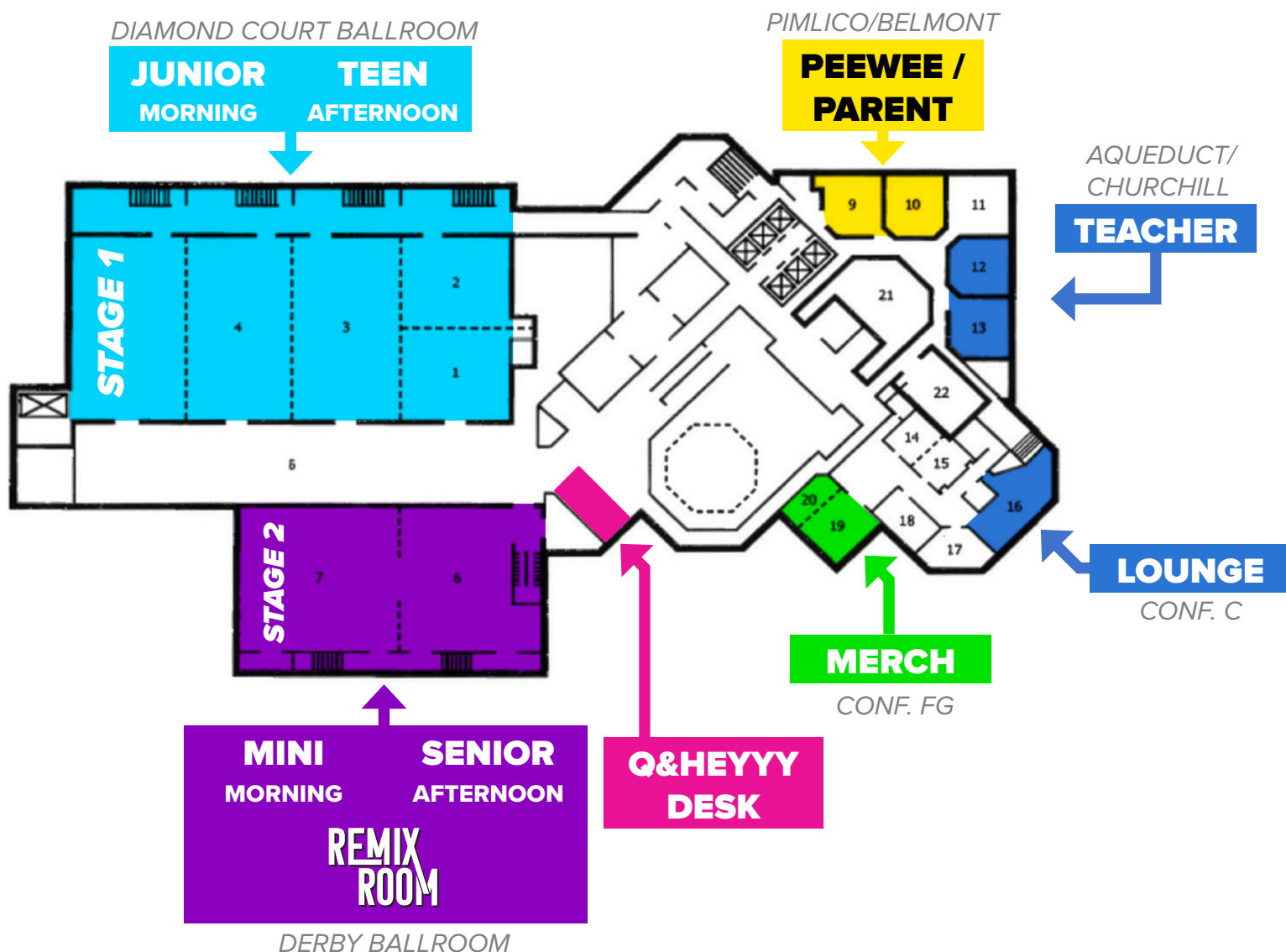
[\(201\) 896-0500](tel:(201)896-0500)

[Directions](#)

Parking: Complimentary self-parking only

Food & Beverage Options:

- Starbucks is open each day from 6am - 2pm
- The restaurant will be open at 4 until 11pm on the weekends and 10pm on Thursday, 12/4
- The hotel will have a concession stand open from 11am - 3pm on Saturday and Sunday



KNOW BEFORE

YOU GO!

CHECK-IN, WRISTBANDS, SCHOLARSHIP NUMBERS & WAIVERS

- If you're attending with a Studio, there's no need to check in individually! Your Studio will handle everything for you, including wristbands, scholarship numbers, meeting times, and any other important information.
- Wristbands are required for entry to all classes Saturday & Sunday.
- Any Workshop room changes (if available) must be done with the approval of your Studio.
- Each dancer receives four scholarship numbers — wear one each day (Saturday & Sunday) during Workshop classes and have some backups just in case.
- Scholarship numbers aren't needed for Bonus Track classes on Friday, but are needed for Saturday.
- All attendees (Dancers & Teachers) must complete the Press Play waiver before participating. Your studio has the link, or visit the Q & Heyyy Desk on-site.



BONUS TRACKS

Our BONUS TRACKS are optional classes held throughout the weekend for dancers available and not competing during those times. Please refer to the event schedule for times and details. Our faculty understand that you may be moving between competition and classes, so don't stress about arriving a little late or leaving early. Any adult wishing to watch classes must have an Observer band.

MEADOWLANDS HIGHLIGHTS:

JAZZ FUNK W/ KELLY!

Friday, December 5, 8:30p-9:30p - Held in the Remix Room

Dancers attending Kelly's Friday Night Bonus Track class will have the opportunity to be selected for a special group that will perform with her during The Pop-Off on Saturday on the Main Stage. Chosen dancers will be required to stay for a short rehearsal on Friday night from 9:30p-10p on the Main Stage.

DANCE TEAM EXPERIENCE

Saturday, December 6, 8:30p-9:30p - Held in the Teen Room (Main Stage)

Get ready for game day! Join Ellie & Ava Wagner for a high-energy workshop packed with the styles and skills you'll see on top college dance teams. Then stick around for a talkback — your chance to ask questions, get insider advice, and find out what it really takes to make your college dance dreams happen.

REMIX ROOM

We're excited to introduce The Remix Room — a brand-new experience created exclusively for our Mini and Senior dancers. This dynamic, immersive space features enhanced lighting, video, and production elements designed to make the day even more exciting.

PARENT ROOM

Held in the Pimlico/Belmont Ballroom

We're flipping the script — this time, the parents get to dance! The Parent Room hosts a few fun, low-pressure classes and seminars throughout the weekend. Come laugh, move, and make some memories of your own! This is complimentary and you do not need a wristband! The Parent Room also doubles as the PeeWee Room.

SATURDAY, DEC. 6

2:30p-3:15p

Social Media Forum w/ Kelly

3:15p-4p

Hip-Hop Jam w/ Phil

PLAY IT FWD BRACELET

The Play It Forward Bracelet celebrates dancers who have made a lasting impression throughout the weekend. During the weekend, faculty members honor these dancers by presenting them with two bracelets — one to keep as a reminder of their impact, and one to pass forward to another dancer who they believe shines with potential. It's about celebrating growth, uplifting one another, and carrying the spirit of Press Play beyond the ballroom.



We're proud to partner with Knot Just Dance, a young dancer-owned business, for our exclusive Play It FWD bracelets. Each bracelet represents creativity, community, and giving back — values at the heart of Press Play.

Support this inspiring small business and check out their collection at knotjustdance.myshopify.com

THE POP-OFF

When the lights hit and the music drops, it's time for The Pop-Off! Join every dancer, teacher, and observer in the Teen Room for a 10-minute explosion of energy and joy. Watch our faculty throw down, our production and video teams light it up, and feel the power of hundreds of dancers moving as one. This is the heartbeat of Press Play — don't miss it!

THE REWIND

Don't miss The Rewind—the ultimate finale to your Press Play weekend. After the last class wraps on Sunday, the main stage transforms into a high-energy celebration featuring scholarship presentations, electrifying faculty performances, and an exclusive Dance Battle you won't want to miss! It's the can't-miss highlight that brings the weekend full circle.

Please note: The Rewind is expected to last 30 minutes. There is no formal seating — attendees and spectators may stand or sit on the floor. There will be minimal reserved seating for Teachers & Studio Owners. Currently, select studio routines will not be re-performing in The Rewind.

COMPETITION RULES

At Press Play, we strive to make every Competition fun, inspiring, and motivating — while keeping things fair for everyone involved. Please take a moment to review all detailed rules and regulations at pressplay.com/competition. Any concerns will be reviewed and addressed at the sole discretion of the Event Directors.

COMPETITION SCHEDULE

Press Play has published estimated times for all Competition routines. Please be aware we could run up to 1 hour ahead of schedule. Please follow along via our livestream!

DRESSING ROOMS

Dedicated dressing rooms for Female, Male, and Gender Neutral dancers will be available at all events one hour before the Competition start time. Please refer to our Venue map. Dressing rooms are for changing only and may not be used as rehearsal space. To ensure privacy, photos and videos are strictly prohibited inside all dressing rooms. Studios, dancers, and parents are expected to respect and maintain the designated dressing areas. Any abuse of the dressing rooms may result in disqualification from the Competition. All participants are responsible for keeping their space clean and properly disposing of all trash before leaving the area.

MUSIC

All competition music must be uploaded by the Friday before your event. Please log in to your Hitchkick registration account to upload your files. You may preview your tracks once uploaded. Be sure to bring a backup copy of your music on a smartphone or USB drive to the event.

COMPETITION STAGE 1 & 2

STAGE 1 is our Mainstage, featuring a custom-built performance space with a minimum danceable area of 40' wide by 28' deep, plus ample wing space and a backstage crossover. The floor is finished with professional marley for dancer safety and performance quality. While Stage 1 primarily hosts group routines, select solo and duo/trio performances will also take place on this stage throughout the weekend.

STAGE 2 is dedicated exclusively to solos and duo/trios and offers a slightly smaller dance area while maintaining the same professional marley surface and production standards

PROPS

A designated prop storage area will be available on site — please see a Press Play staff member upon arrival for the exact location. All props must enter through the main entrance of the Venue unless loading dock access has been pre-approved, in writing, from Press Play. Press Play is not responsible for prop security, and truck parking cannot be guaranteed. We recommend removing props immediately after your routine. For more details on all Prop rules: pressplay.com/competition/fine-print

JUDGING & ONLINE CRITIQUES

All entries are adjudicated by three to four qualified judges with their own audio/video critique. Online critiques will be available within one week of the event.

PHOTO & VIDEO

Photography and videography during the Competition are strictly prohibited. Due to the advanced capabilities of modern cameras and cell phones, all recording and still photography — with or without flash — is not allowed. This policy protects the intellectual property of choreographers and ensures the safety and privacy of all dancers. Any violations may result in the disqualification of the routine and/or the studio.

LIVESTREAM pressplay.com/livestream

Enjoy a free livestream of the Competition in every city. While we aim to deliver a smooth and high-quality stream, please note that occasional technical issues may arise due to venue or internet limitations. There is also no rewind or playback option. Thank you for your patience and understanding!

SPECTATOR INFORMATION

Observer bands are not being sold for this event city.

Friends and Family of registered dancers are welcome to watch the Competition throughout the weekend, free of charge on our Livestream! pressplay.com/livestream

The families of registered dancers are also welcome to watch the Rewind (Closing Show) free of charge, although seating is not available (Standing Room Only).

PLAY BY THE RULES

While we encourage LOTS of enthusiasm at Press Play, there are a few guidelines set to ensure a safe and seamless event:

- Competition seating is available on a first-come, first-served basis. The first few rows are reserved for Studio Owners and Teachers ONLY and are clearly marked.
- Saving more than 1 seat is not allowed. Please be considerate and make room for all guests who wish to support their dancers.
- Air horns or similar devices are prohibited.
- Photography and video recording are not permitted inside the Competition areas or dressing rooms.
- All attendees and spectators must comply with the specific rules of each venue, including food, drink, and facility use policies.
- No alcohol is permitted inside the ballrooms at any time except for specific special events held for Teachers, Studio Owners and/or Parents/Guardians.
- Please be respectful of all performers, staff, judges, and fellow audience members. Disruptive behavior, loud talking, or negative comments will not be tolerated.
- Support the Performers: We encourage loud applause, positive energy, and good sportsmanship throughout the event!
- Press Play reserves the right to remove any spectator or attendee for inappropriate conduct.
- At Press Play, we deeply value the trust and loyalty shared between studios and their dancers. To maintain that integrity, soliciting dancers from other studios is strictly prohibited at all Press Play events. A first offense will result in a formal warning, and repeated violations may lead to suspension from future Press Play events until further notice.

SAFETY & SECURITY

The Press Play Event Safety Officer on-site is: Carolina Mendoza, safety@pressplay.com

Please report any Safety and/or Security concerns immediately. For Press Play's detailed Safety & Security plan, please visit: pressplay.com/event-info/safety

- Attendees under the age of 18 must be accompanied by an adult parent, guardian, or dance teacher at all times.
- Dancers (under 18) should not leave the venue without checking in with a parent or guardian.
- All venues will have security and/or staff available if assistance is needed.
- Stay aware of your surroundings and report any suspicious activity immediately.
- Please do not leave your belongings unattended while at the convention. Press Play is not responsible for lost or stolen property.
- Please be advised that strobe lights and other intense lighting effects may be used during performances and classes. Individuals who are sensitive to such effects should take appropriate precautions.

GOT MERCH?

WEAR THE MOMENT.



Press Play believes self-expression is power. Dance and fashion are both languages — ways to speak your truth without saying a word. Every move, every look, every beat is a reflection of who you are and what you stand for.

Exclusive Press Play drops hit every city — hoodies, tees, hats, and more made for the movement.

Once they're gone, *they're gone.*

FIND YOURS AT THE GOT MERCH? BOOTH

PHOTO & VIDEO

OWN YOUR MOMENT. FOREVER.

**RELIVE YOUR COMPETITION
PERFORMANCE AND SHARE IT
WITH PRIDE.**

Photo & video packages available for all routines.

Visit pressplay.com/photo-video or scan the QR code to order yours today.



AUDITIONS & SCHOLARSHIPS

FEATURED ARTISTS

At Press Play, all Mini, Junior, Teen, and Senior dancers (ages 8–19) will participate in the Featured Artist Scholarship Audition. Dancers audition in their age division as of January 1, 2026 and must be in their age-appropriate ballroom for both the Featured Artist Audition and the preceding Jazz combo class. Juniors, Teens, and Seniors will also learn a ballet combination during their earlier Ballet class that will be incorporated into the audition. In the audition, they'll perform in small groups for evaluation by the Press Play faculty. Finalists will be chosen in each age division: Mini (8–10), Junior (11–12), Teen (13–15), Senior (16–19). At the conclusion of the audition, the selected dancers will be announced as Featured Artist Finalists!

SUNDAY REHEARSAL & THE REWIND

All Featured Artist Finalists will be recognized during The Rewind on Sunday. A short rehearsal for all Finalists will be held in the Teen Room at lunch on Sunday. Please plan ahead and bring lunch. Finalists will take the stage during The Rewind, where the Winners and Runners-up in each age division will be announced.

BATTLE FOR THE BELT!!!

To wrap up the Rewind (runtime 60-90 min), the Teen and Senior Featured Artist Winners will face off in a high-energy improv dance battle, judged by the entire Press Play faculty! The champion will take home the custom yellow Press Play Championship Belt — plus \$300 toward a pizza party back at their studio. (Battle for the Belt is just for fun! This portion does not affect Featured Artist results at Regionals or Nationals.)

FEATURED ARTISTS RECEIVE	WINNER	RUNNERS-UP
Invitation to compete for Artist of the Year at Press Play Nationals 2026		
Complimentary Workshop Tuition to Nationals 2026		
Personalized Jacket & Goody Bag at Nationals 2026		
Free Specialty Solo Title Registration at Nationals 2026		
Performance at Nationals 2026 (Teens & Seniors only)		
Regional Tour Scholarship – valid for use at any/all Regional events during the 2025 – 2026 & 2026 – 2027 seasons.		
Priority Invitation to PIVOT, created by Mandy Moore (Senior Winners only. Teen Winners if space is available.)		

IMPROVISATIONAL RULES

To ensure a safe, fair, and respectful experience for all dancers, the following guidelines apply to all improvisational events at Press Play:

No removal of clothing or costumes, except for accessories (e.g., hats, scarves, jackets).

No jumping or leaping off the stage.

No retrieving or using props from offstage.

No physical or verbal interaction with other contestants.

Movement and expression must remain age-appropriate — no suggestive, explicit, or sexual gestures or content.

Violations of these rules may result in disqualification or point deduction at the discretion of the Press Play Management & Directors.

SPOTLIGHT SCHOLARSHIPS

Throughout the Press Play weekend, our faculty will recognize dancers who truly stand out in class by awarding Spotlight Scholarships. These awards honor exceptional performance, passion, and artistry in specific styles - tap, jazz, ballet, hip-hop, etc.

Spotlight Scholarships may be presented to dancers ages 8–19 in the Mini, Junior, Teen, and Senior workshop levels. The number of recipients varies by city and class size. Each dancer may receive one Spotlight Scholarship per season, and one-day students are not eligible.

Spotlight Scholarship recipients will be announced after the last class during The Rewind (Closing Show). Recipients receive a complimentary Specialty Solo Title fee at Press Play Nationals 2026.

ARTISTS TO WATCH

Press Play faculty members will each select one dancer who truly inspires the room — dancers who shine through their passion, energy, and love for dance. These exceptional individuals will be recognized as our Artists to Watch. An Artist to Watch might be someone who shows extraordinary growth, a standout work ethic, or a genuine spark that elevates those around them.

Artist to Watch recipients will be announced at the end of the Rewind (Closing Show) on Sunday and will receive complimentary workshop tuition to attend one Press Play regional event during the 2026–2027 season.





Your Host
ELLIE WAGNER

SATURDAY	SUNDAY
Orientation w/ Ellie! (8a-8:15a)	Ballet w/ Jim (8:15a-9a)
Lyrical w/ Ava (8:15a-9a)	Hip-Hop w/ Ava (9a-9:45a)
Musical Theatre w/ Ellie (9a-9:45a)	Jazz w/ Ellie (9:45a-10:30a)
Jazz w/ Kelly (9:45a-10:30a)	PeeWee Premiere Party (10:30a-10:45a)
Hip-Hop w/ Bostyn (10:30a-11:15a)	
Performance on Main Stage! (11:30a-11:40a)	

The PeeWee theme for the weekend is “PeeWee Premiere!” — celebrating our youngest dancers as the stars of their own red-carpet debut! It’s their moment to shine, explore, and experience the magic of convention, maybe for the very first time. The PeeWee Saturday concludes with a fun showcase on the Press Play Main Stage at 11:30a. Parents, please pick up your PeeWee backstage immediately following the performance located in the Diamond Ballroom.

Each PeeWee dancer receives one complimentary PeeWee Observer wristband for a parent or guardian, allowing access to the PeeWee room only. Additional wristbands may be purchased on-site (if available) with the dancer’s name, studio, and date of birth for verification.

PeeWees are not eligible for Audition or Class Scholarships, but they may be considered for *Artists to Watch Scholarships*.

Have fun!

PIVOT

FROM PASSION TO PROFESSION

*A Premier Training Experience
from Press Play*

ABOUT THE PROGRAM

PIVOT is an advanced dancer development program from Press Play created to bridge the gap between convention training and the professional world. Led by **Mandy Moore** — Emmy Award-winning choreographer and Press Play's Director of Dancer A&R — PIVOT offers Senior Featured Artist Winners (and select invitees) the chance to take part in one of four week-long summer intensives, each centered on a distinct professional pathway:



PIVOT: LOS ANGELES

Commercial Dance

Hosted by
Mandy Moore

PIVOT: EUROPE

Concert Dance

Hosted by
Benoit-Swan Pouffer

PIVOT: NYC

*Musical Theatre
Jazz*

Hosted by
Al Blackstone

PIVOT: UNIVERSITY

College Dance Team

Hosted by
Sammy McFadden

Each intensive focuses on mentorship, professional preparation, and creative collaboration with some of the industry's most respected choreographers and educators.

Full details on selection and participation will be available soon at
pressplay.com/pivot.

STUDIO OWNERS & TEACHERS VIP INFO



PRESS PAUSE TEACHER LOUNGE

THE PRESS PAUSE TEACHER LOUNGE

CONFERENCE C

THURSDAY 4PM-10PM

FRIDAY 7AM-8:30PM

SATURDAY 7AM-8:30PM

SUNDAY 7AM-4PM

Need a breather? Step away from the high-energy hustle of the weekend and unwind in our Teacher Lounge. Enjoy complimentary coffee, tea, soda, and snacks while you recharge, catch up with friends, or take a quiet moment between classes. It's your space to relax, refresh, and reset before diving back into the action.

TEACHER LUNCH W/ DANNY

TRIPLE CROWN, 3RD FLOOR

SUNDAY, DECEMBER 7, 1PM-2PM

Join Danny Lawn and the faculty for an open, collaborative lunch designed exclusively for teachers and studio owners. Enjoy great food and conversation as we talk about all things Press Play — what's working, what could be even better, and how we can continue shaping a new era of dance events together. Share your thoughts, ask questions, and connect with the creative minds behind the movement.



TEACHER WELCOME, COFFEE, MEET & GREET

AQUEDUCT/CHURCHILL

SATURDAY, DECEMBER 6, 8AM-9AM

Start your weekend the right way — with coffee, conversation, and community. Join us in the Teacher Room for a relaxed morning meet-and-greet with fellow educators and studio owners. Enjoy fresh coffee and pastries while connecting with Danny Lawn as he shares insights about the Teacher Program and walk through the exciting Press Play weekend schedule. It's the perfect way to kick things off, caffeinate, and get inspired for an unforgettable weekend ahead.

TEACHER PROGRAM

We are in the works of developing an exciting new Teacher Program designed just for you! While the full program will not officially launch until later this year, we are already offering an incredible lineup of movement and discussion-based classes across a wide range of topics that we know teachers will love. From inspiring choreography sessions to meaningful conversations about teaching and creativity, there's something here for every educator. Don't miss these amazing classes from our powerhouse faculty!

VIP LANYARD

Every registered teacher and studio owner will receive an exclusive VIP lanyard upon check-in. This simple touch helps our faculty, staff, and fellow attendees easily recognize and connect with you throughout the weekend. While wearing your lanyard isn't required, it's encouraged — it's a great way to stand out and make the most of your experience.

Please note: VIP lanyards do not replace your wristband. A valid wristband is still required for entry into all Workshop rooms.

VIP SEATING

All registered teachers and studio owners will enjoy reserved seating throughout the weekend — including during Workshop classes, and The Rewind. Relax and enjoy every moment with the best seats in the house, reserved exclusively for you.



PRESS PLAY NATIONALS

MGM GRAND



LAS VEGAS

JULY 6–12, 2026

pressplay.com/nationals