

ISSUE 3 | NOVEMBER 22-23, 2025

PRESS PLAY

A NEW ERA

FEATURING

Mandy
Moore

Director of Dancer A & R

THE PREMIERE

Season
One



Toronto

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** TORONTO?

THE DIRECTORS



DANNY LAWN
Director/Jazz
@dannydawn



MANDY MOORE
Director of
Dancer A & R
@nopenother

THE ARTISTS



RICKY UBEDA
Contemporary
@rickyubeda11



PARIS CAVANAGH
Contemporary
Fusion
@pariscav



SPENCER DENNIS
Contemporary
@SpencerDennis_mvmt



JABU GRAYBEAL
Tap
@jabuworld



JIM NOWAKOWSKI
Ballet
@jimnowakowski



RANDI + HEF
Hip-Hop
@randi_kemper
@hefaleka



KELLY SWEENEY
Jazz Funk
@kellysweeney1



ELLIE + AVA
College Dance Team
@elliewagner13
@avawagner22

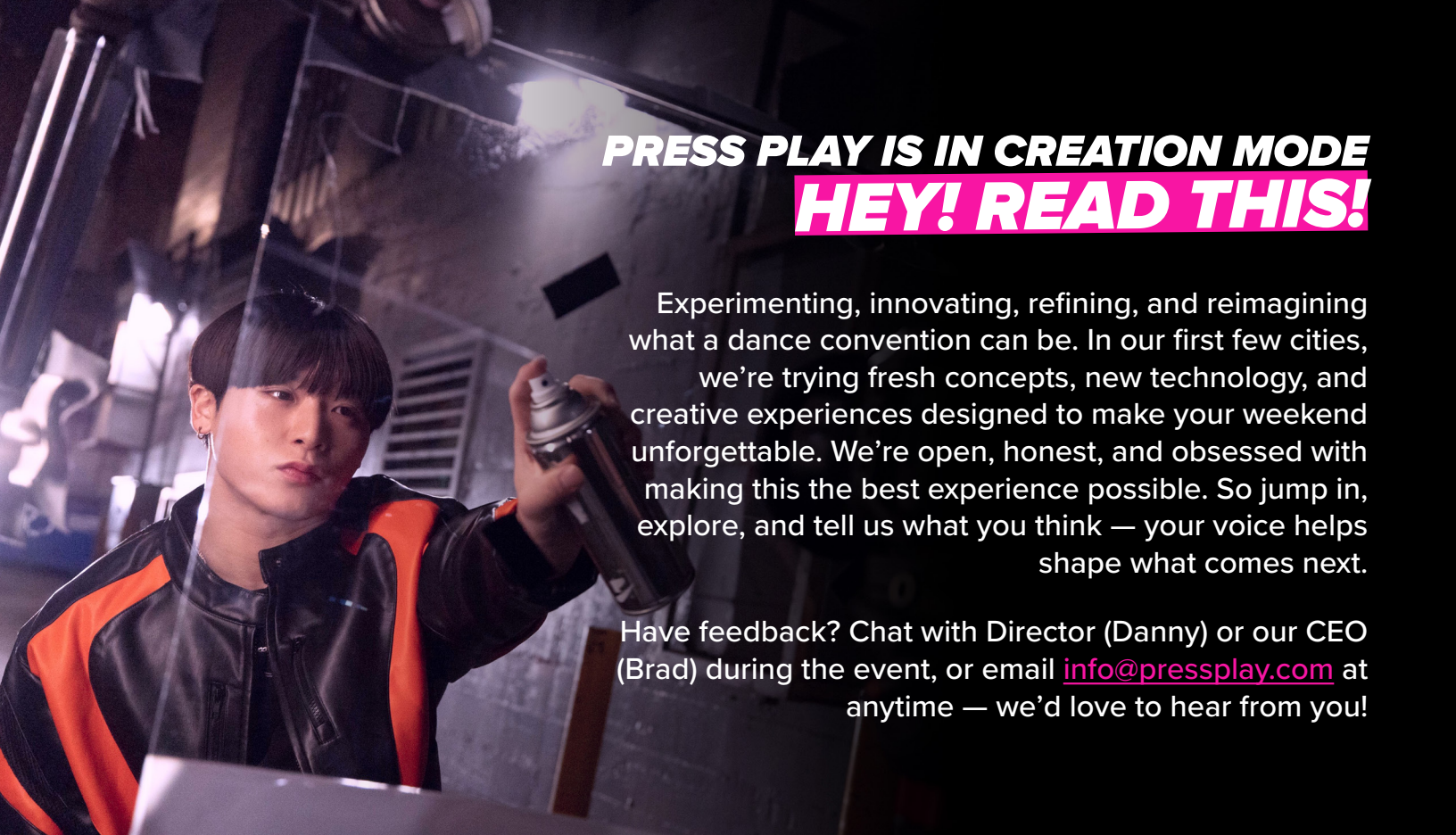
THE PRO ASSISTANTS



BOSTYN BROWN
@Bostynbrown3



AVA WAGNER
@avawagner22



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 + #PressPlayTORONTO 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!

Toronto **VENUE**

The Westin Harbour Castle, Toronto

One Harbour Square
Toronto, ON M5J 1A6

[\(416\) 869-1600](tel:(416)869-1600)

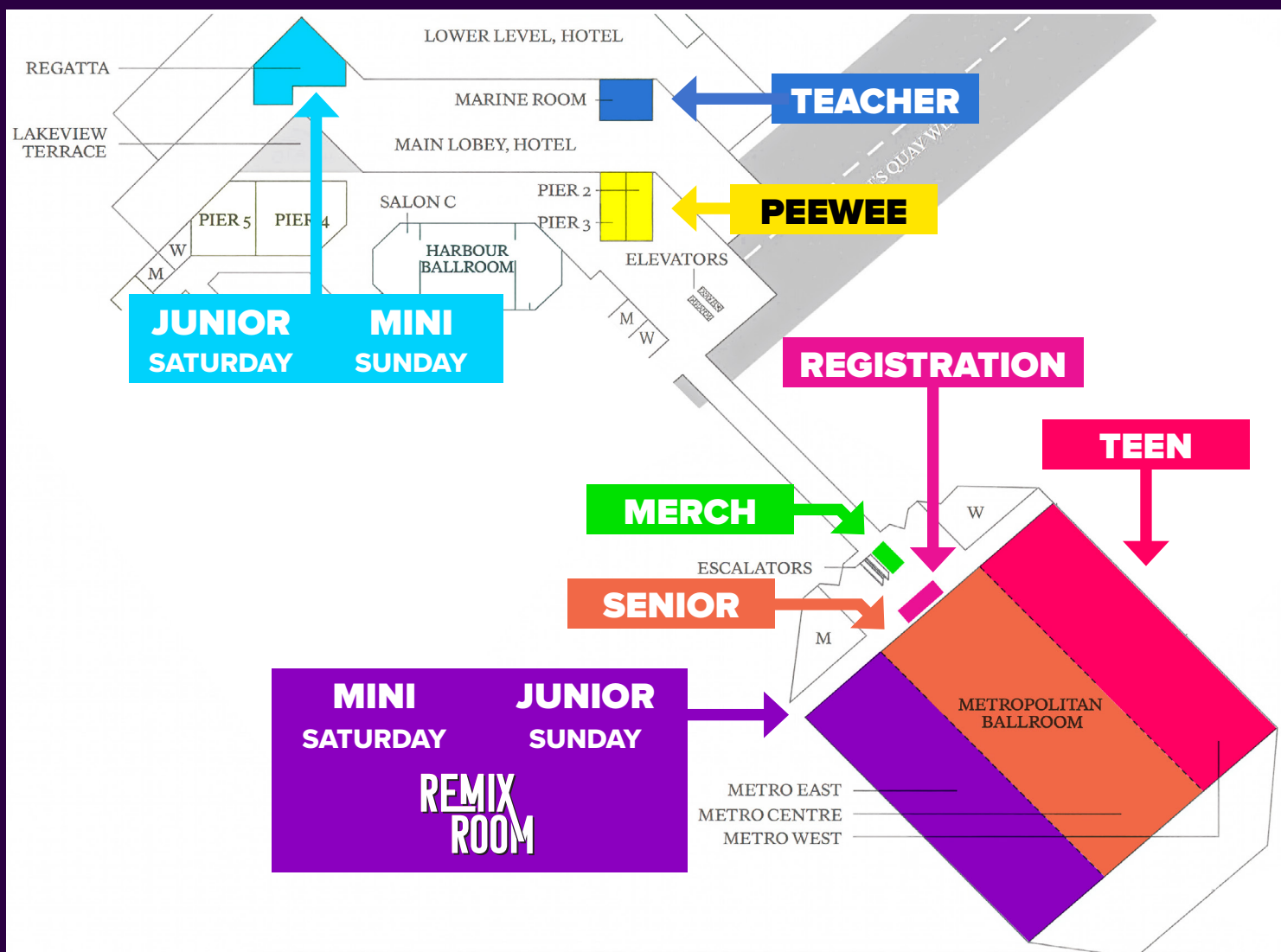
[Directions](#)

Parking: Valet parking is available for event attendees at a flat rate of \$60 CAD per night, including in-and-out privileges (taxes apply).

Nearby 24-hour self-parking options include SP Plus (7 Queens Quay E), Canada Auto Parks (30 Bay St), Target Park (39 Queens Quay E), Parklink (128 Queens Quay W / 2 Lake Shore Blvd E), and Impark (87–89 Harbour St).

Food & Beverage Options:

- Mizzen (breakfast restaurant) is 6:30am-11am during weekdays, 6:30am-12pm weekends
- Chartrooms Bar and Lounge (Lunch and Dinner) open at 11am-1am
- In room dining - 6am-11pm daily
- Coffee bar is 6:30am-6pm for Tuesday-Saturday, 6:30am-1pm for Sunday-Monday



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.
- 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 on Saturday for dancers 13+. Please refer to the event schedule for times and details.

Any adult wishing to watch classes must have an Observer band.

TORONTO HIGHLIGHTS:

THE NIGHT SHIFT W/ RICKY UBEDA + SELECT FACULTY

Saturday, November 22, 6:45-8:15p - Held in the Senior Room (Metro Centre)

It's all rhythm, energy, and expression at The Night Shift. Join Ricky Ubeda and a few of our faculty for an unforgettable night of movement and music — a class where great vibes and pure creativity take center stage. Come groove, explore, and feel what it's like to move with one of the finest professional dancers of our generation.

DANCE TEAM EXPERIENCE

Saturday, November 22, 8:15-9:15p - Held in the Senior Room (Metro Centre)

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 Junior dancers. This dynamic, immersive space features enhanced lighting, video, and production elements designed to make the day even more exciting. Minis will take class in The Remix Room on Saturday, and Juniors will experience it on Sunday. TO BE CLEAR... Minis & Juniors switch ballrooms Saturday & Sunday. Please refer to the venue diagrams in this guide for exact ballroom locations.

PARENT ROOM

Held in the Pier 2-3 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, NOV. 22

10:45a-11:30a

Social Media Forum w/ Kelly

11:30a-12:15p

Strength & Conditioning w/ Ellie

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

SOUND CHECK

Kick off your weekend at Sound Check! This is where dancers meet some faculty, get the inside scoop on what Press Play is all about, and set the tone for an unforgettable weekend. You'll connect, stretch, laugh, and warm up together — it's your first chance to feel the energy that makes Press Play unlike anything else.

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 Senior 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 RESET

Sunday, November 23, 7:30-7:50a

Start your morning with intention. All Teen & Senior dancers are invited to the Senior Room for a short, energizing sound-bath designed to calm your mind, lift your mood, and set the tone for an incredible day.

Please turn off all cell phones before entering. For the integrity of the experience, no admittance will be allowed after 7:30 a.m. — no exceptions. Observers are not permitted at The Reset. The Senior Room will reopen once The Reset concludes and before the first class begins.

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 60–90 minutes. There is no formal seating — attendees and spectators may stand or sit on the floor.

SPECTATOR INFORMATION

To observe Workshop classes, family members of registered dancers may purchase an Observer wristband in advance through their studio (if the studio allows Observers). Anyone ages 11 and older must have an Observer Band to enter Workshop rooms. If you plan to purchase an Observer Band on-site, please be prepared to provide the dancer's full name, studio affiliation, and date of birth for security verification. Please note that in some venues, space limitations may restrict the number of observers allowed.

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:

- Workshop Observers should remain seated and keep all personal belongings against the walls to maximize space for dancers. Press Play reserves the right to ask any Observer to exit the ballroom if they become a distraction to dancers or faculty.
- 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 dancers, staff, faculty, and fellow observers. Disruptive behavior, loud talking, or negative comments will not be tolerated.
- Support the Dancers: 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**

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 in their respective ballrooms after the last class of the weekend before 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.



PEEWEE PREMIERE



Your Host
ELLIE WAGNER

SATURDAY	SUNDAY
Orientation w/ Ellie! (2:30p-3p)	Ballet w/ Jim (8a-8:45a)
Lyrical w/ Ava (3p-3:45p)	Hip-Hop w/ Bostyn (8:45a-9:30a)
Musical Theatre w/ Ellie (3:45p-4:30p)	Jazz w/ Ellie (9:30a-10:15a)
Jazz w/ Kelly (4:45p-5:30p)	PeeWee Premiere Party (10:15a-10:30a)
Hip-Hop w/ Bostyn (5:30p-6:15p)	
Performance on Mainstage! (6:30p-6:40p)	

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 stage in the Senior Room. Parents, please pick up your PeeWee backstage immediately following the performance.

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

TEACHER WELCOME, COFFEE, MEET & GREET

SATURDAY, NOVEMBER 22, 10:30AM-11:30AM
MARINE BALLROOM

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 LUNCH W/ DANNY, MANDY & FACULTY

SUNDAY, NOVEMBER 23, 12:30PM-1:15PM
PIER 2-3 BALLROOM (PEEWEE BALLROOM)

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.

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.

VIP RECEPTION - HOSTED BY DANNY & MANDY

SATURDAY, NOVEMBER 22, 7:45PM-9:45PM
REGATTA BALLROOM

Take a break from the buzz and unwind in style. Join fellow teachers and studio owners in the Regatta Ballroom for an exclusive evening of conversation, connection and chill vibes. Sip wine and cocktails and have some snacks, soak in the views and enjoy a relaxed atmosphere designated just for you - the perfect way to recharge before another incredible day at Press Play.

BEHIND THE CHOREOGRAPHY: A CONVERSATION W/ MANDY MOORE.

SUNDAY, NOVEMBER 23, 11AM-11:45AM
MARINE BALLROOM

Go behind the curtain with one of the most celebrated creative forces in the dance industry. In this exclusive seminar, Mandy Moore shares her incredible journey — from growing up in a dance studio and leading a competition team to becoming one of the world's top directors and choreographers. She'll also delve into her creative process for projects across television, film, and stage, offering a rare glimpse into how she brings her vision to life. Honest, inspiring, and full of wisdom — this is a must-attend for every teacher. After the chat... get up and dance w/ Mandy!

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.

PRESS PLAY NATIONALS

MGM GRAND



LAS VEGAS

JULY 6–12, 2026

pressplay.com/nationals