

It's a movie.  
 It's a movement.

Press Kit available digitally upon request  
**SAVE-A-TREE** 

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## Logline

It's a movie. It's a movement.

## Short Synopsis

*The Hooping Life* follows the adventures of eight hoop pioneers who revolutionize hula-hooping into a worldwide phenomenon. In the South, the son of a preacher overcomes depression hooping and finds a spiritual hoop practice. In California, an after-school teacher creates a hooping program to keep kids off the streets, a transgendered performer defies the bullies of his past by transforming on stage within the hoop, an overweight academic reinvents herself as a striking entrepreneur, while the hooper who started it all struggles to remain relevant in an ever-evolving community. In South Africa, an actress starts fire-hooping after a brutal rape. Through interwoven stories, *The Hooping Life* captures the birth and addictive growth of a new subculture and gradually reveals the ethos of a community: to take the risk to believe in yourself and engage fully into life.

Introduced by hooper/hooper Shaquille O'Neal, *The Hooping Life* was filmed over six years in part by the hoopers themselves.



## Synopsis

There was a time when catching a wave, skating a pipe, emceeing a scene was off the radar. Now there's a new kid on the block. Hooping a.k.a. modern hula-hooping is emerging as a liberating form of self-expression. In the same way that skateboards, once relegated to the straight and narrow world of sidewalks are now flying machines, hoops have become dance partners, a form of moving meditation, and a way of life. Michelle Obama hoops at the White House to show how fun it is to move and be healthy.

Filmed over six years and introduced by hooper/hooper Shaquille O'Neal, *The Hooping Life* documents the early days of a subculture predominantly spearheaded by women. For a Hollywood raver, an inner-city teacher, a transgender performer, a television actress, a Southern male preacher, the hoop is a muse. And in turn, their commitment to the hoop transforms them.

The film opens in the underground club scene of Southern California where Anah, an androgynous hooper known as "Hoopalicious" begins to shape an identity for the movement, def jamming from head to toe with her hoop,



dressed up in superhero attire with furry leggings and colorful dreads. She introduces her hoop to Tisha, an after-school mentor in South Central, who creates a hip-hop-hoop program to build self-esteem and keep kids off the streets. When her gifted student Jeffrey gets in trouble, Tisha takes him in and together they start a hoop-making workshop.

Having himself survived gang-ridden streets in Los Angeles, performance artist Karis finds courage hooping. Now a burlesque dancer with the popular Mexican wrestling show Lucha Va Voom, Karis puts on a show that defies the bullies of his youth by pulverizing gender stereotypes within the hoop.

Across the country in the land of professional wrestling, Baxter is a straight white guy who hoops blindfolded to avoid the stares of his neighbors. Hooping saves him from suicide. The son of a preacher, he creates a spiritual practice "The Hoop Path" that enlivens the lives of many others. Similarly, South African actress Sass finds resilience when she joins "The Good Vibe Hoop Tribe" hoop troupe with Hoopalicious and begins to fire-hoop away the trauma of a brutal rape. Also performing with the Good Vibe Hoop Tribe, Christabel an overweight grad student in debt teams up with Hoopalicious and the two take their "SpinBabes" act on an international tour. In this partnership, sparks fly as commerce and art collide. After a difficult separation, Hoopalicious struggles to maintain relevance in an ever-evolving community while Christabel's entrepreneurial spirit and new babelicious body thrive as HoopGirl.

Filmed in part by the hoopers themselves, THE HOOPING LIFE recognizes that the artistic path is an arduous one, but in the end one worth taking. British electronic duo BASEMENT JAXX provides the buoyant score that captures the free-spirited nature of hooping.

## Director's Statement

Why make a film about hula-hooping? Hooping provided a great pretext to delve into the essence of what makes us feel truly alive. I also have always been interested in supportive communities, and at large, what brings people together. My previous feature, EAST OF A, echoed my commitment to the theme of community as a transformative tool. It told the story of an alternative family and its evolution as it responded to the needs of an HIV positive baby.

In THE HOOPING LIFE, the hoop becomes the object that coalesces the community. Seven years ago, I started noticing young people walking



around with big colorful hoops where I live in Venice California and began to interview them. They identified as hoopers, and came from every walk of life. Hoopers are like hoops, they come in all sizes (big, small, light, heavier) shapes (newbies, pros, young, old), and colors. For some, hooping is about pioneering the art of liquid dance, for others it is about getting fit, or engaging into a spiritual practice. For a happy few, it is a full- time job. The film started to take shape around the questions that the hoopers' lives were raising: is there something you really dig doing? Regardless of how crazy it might seem to others, commit to it and who knows what may transpire... It's definitely worth finding out. Hoopers all enjoy a very vibrant world of creativity with year-round meetings and gatherings where they share their techniques, crafts, choreographies, fitness programs, cutting-edge apparel lines and accessories in different locations around the world. Many of them go by a hoop moniker, much like in the hip-hop world: Hoopalicious, HoopGirl, Groovehoops, the Hoola Monsters...They are genuinely community oriented: from local incentives such as free hoop jams across America to nationwide endeavors with World Hoop Day (a non-profit organization that donates hoops to kids and families in need). There is an astonishing hooping world percolating around us.

But it's not easy to quantify with figures. When I started filming in 2004, hooping was mainly seen at music festivals and nightclubs. There are now close to seven million results on Google for "hula-hoop", hundreds of thousands of YouTube videos about hoop moves, hoop making, hooping at gyms and hoop jams, thousands of Facebook groups and websites from all around the world (matahoops.com in Finland, hoopempire.com in Australia, hooptokyo.com in Japan and many more). Two online hooping platforms, hooping.org and hoopcity.ca where everything hoop can be discussed drive daily traffic of thousands. If hooping is bumping up against the pop culture ceiling with music videos (Beyonce "Work it out", Pink "Raise Your Glass", Justin Timberlake "What goes around comes around" ...), commercials (Coca-Cola C2, Target), and video gaming (Wii Fit), hooping as a trend has not yet reached the tipping point. I believe most hoopers would like it to tip. As long as the current ecosystem of small hooping companies can thrive (hoops are made by hoopers and by mom and pop companies), I think that it does not matter. The world economy started tanking while we were in post-production and my producer pointed out that more than ever, THE HOOPING LIFE needed to be told: here we were in the doom and gloom of foreclosure and unemployment, documenting a community who is entrepreneurial, vibrant and who found a way outside the tried-and-true to have a livelihood, to have meaning and the support of a community... What could have been



a long and tedious process (editing down hundreds of hours of footage to a 70-minute feature film) became something everybody was looking forward to. We were coming out of the editing room some times past midnight, still fresh and upbeat. And I hope that the film just does that.

Like the hoop itself, our film is constantly in motion. I trained and encouraged the hoopers to make use of video recording equipment to parallel the do-it-yourself grassroots mentality of the hooping community. They were my partners in the film. The video camera became a confident that allowed their stories to be recorded in the most intimate, uninhibited manner. Anah and Christabel took theirs on their world hoop tour. Sass documented on her own her return to South Africa. The very process of having a film made about their pioneering adventure encouraged them to dream bigger and articulate their vision.

The hoopers knew from the beginning that it was a harebrained scheme to put their souls into hula-hooping. Yet they strive for their dream with great determination. I was touched by their unflinching commitment to pursue what makes them fully alive.

They taught me to dream with perseverance. With a hoop and a dream, they changed my world.



Filthy Gorgeous  
Scissor Sisters



BQE  
Sufjan Stevens



Work It Out  
Beyonce



What goes around...  
Justin Timberlake



Fergalicious  
Fergie



The Old Pair of Jeans  
Fatboy Slim



## Hoopers

**Anah Reichenbach a.k.a. Hoopalicious**, Hollywood, California.



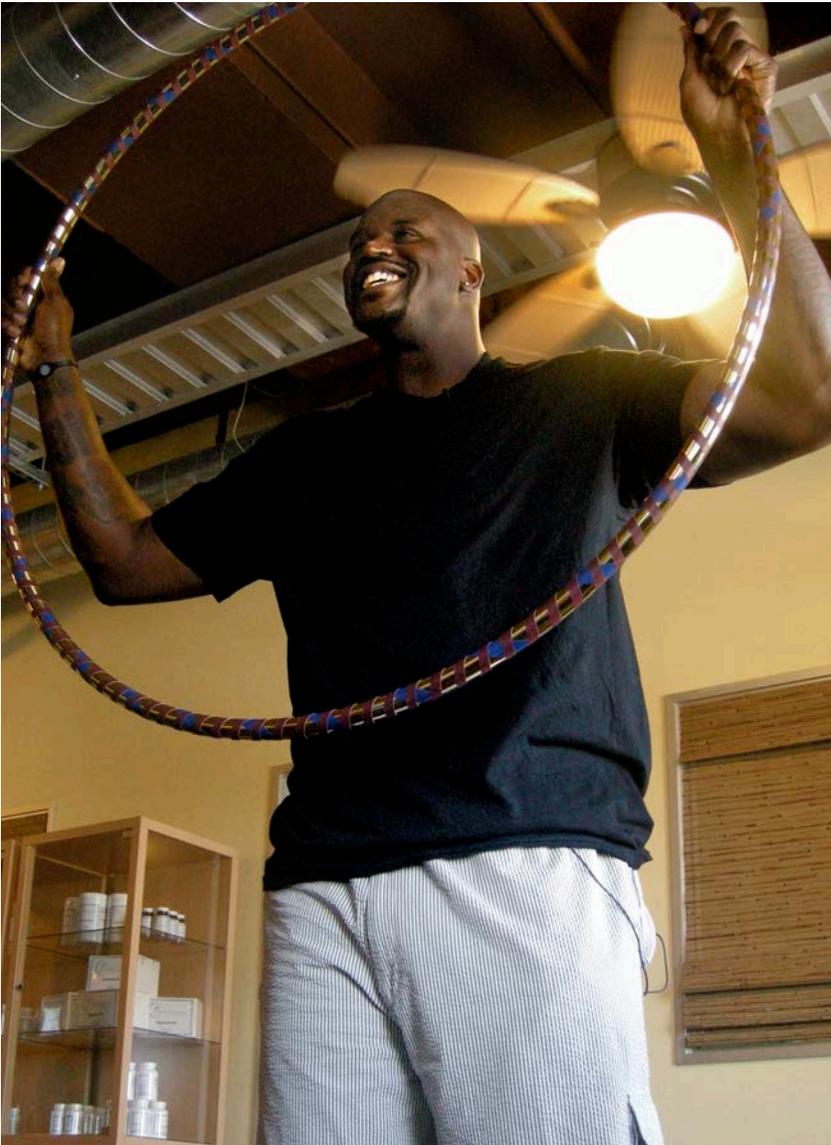
*"The hooping life infects your soul...You gotta decide: are you going to hide it, or are you gonna be proud and just state Yeah, I'm A HOOPER."*

– Anah a.k.a. "Hoopalicious", an early pioneer of the hooping movement

Known in the hooping world as "Hoopalicious", Anah is credited for starting the modern hooping movement. Anah found herself in the hooping life after stumbling upon a hoop at a music festival. She never looked back. With furry leggings, colorful dreads and hooper hero arm bands, Anah was an innovator in the hooping community. As the movement began to grow, she struggles to stay ahead of the trend, while remaining true to her art. Anah credits hooping for saving her life. Having toured the world as half of the duo "Spinbabes", Anah is now back on the road as an outstanding teacher (2010 Hoopie Award Instructor of the year), bringing her message of connection to a new generation of hoopers. Her first hoopdance DVD Hoop Revolution's Core Foundation is coming out.

More on Anah's work: [hooprevolution.com](http://hooprevolution.com)

**Shaquille O'Neal a.k.a. Shaq**, Los Angeles, California.



*"You can do many things with the hula-hoop: conditioning, staying out of trouble and competing with your friends."*  
– Shaq, Hooper/  
Hooper

When Shaq isn't hooping he's hooping anyway. Basketball is Shaq's deepest love. He's one of the most celebrated NBA players in history. Best known for his time with the Orlando Magic, the LA Lakers, the Miami Heat and the Boston Celtics. Shaq credits the Boys & Girls Club for keeping him off the streets and on the courts as a kid. Hooping also has brought him great joy and balance all his life. Shaq introduces THE HOOPING LIFE by showing that no matter who you are or where you're from, the hoop can change your life.

Shaq teaser: <http://www.youtube.com/watch?v=fgs4briXfq8>

**Jeffrey Butler**, South Central, California.



*“Hooping is the business like in the streets we don't have this, it makes me feel singular, like really unique. I feel like my own person. I can do my own creations.”*

– Jeffrey, stand-out student and assistant teacher in Tisha's hip-hop-hoop program.

Jeffrey is a high school student from South Central, Los Angeles. He lives as a ward of the state without a stable family life as gang violence runs rampant in his neighborhood. Hooping is his biggest outlet and his family. As a student of Tisha's after school hip-hop hoop program, Jeffrey begins to express himself through movement. He becomes a teaching assistant and choreographs hoopdance pieces for his classmates. For Jeffrey, hooping and his mentor Tisha are a beacon of hope in an otherwise bleak world.

Jeffrey hooping: [www.youtube.com/watch?v=IKZegSTbTXU](http://www.youtube.com/watch?v=IKZegSTbTXU)

**Tisha Marina**, South Central, California.



*"I currently work with a group of youth in South Central Los Angeles. Hooping gives my students another avenue. There's nothing in their area when it gets dark. The gangs come out, pimps come out, drug users come out, and my youth are their prey so if I can have them at home hula-hooping, then that gives me my joy"*  
— Tisha, creator of the hip-hop-hoop program in the inner-city schools of Los Angeles

Tisha is an after school mentor in South Central, Los Angeles. She develops a hip-hop-hoop program giving kids a safe place to express themselves. Coming from a family torn apart by gang violence, Tisha survived the streets. She goes as far as taking Jeffrey in after a stint in juvenile hall. Tisha is expanding her work to include anti-bullying facilitation in schools across America with The Safe School Ambassadors.

More on Tisha's work:  
[community-matters.org/about/trainers/tisha-marina](http://community-matters.org/about/trainers/tisha-marina) & [hiphoopnation.org](http://hiphoopnation.org)

**Sandi Schultz a.k.a. Sass**, Johannesburg, South Africa.



*"The hoop helped me re-awaken my sexuality and sensuality and helped me heal after many years of being shut down in chosen isolation and hiding. It helped me re-connect with the playful, joyful child hidden in an almost inaccessible place inside me for way too long."*  
— Sass, actress, activist, and rape survivor.

Sass is an actress and musician from Johannesburg, South Africa. After a brutal rape, she moves to Los Angeles and gives up performing. She discovers fire-hooping during a chance encounter with Anah. For Sass, hooping is not only about artistic expression; it is a path to heal. She performs with Anah and Christabel as a part of the "Good Vibe Hoop Tribe," and in turn finds her way back to performing with the support of a vibrant community of women. Sass is now back to South Africa running hooping workshops for abused kids.

About Sass' work: [isaidno.co.za/wp/about/](http://isaidno.co.za/wp/about/)

**Karis**, Los Angeles, California.



*“Even now I can't get over the fact of how silly hula-hooping is and I don't think anyone really gets it unless they see it or they do it.... The one good thing about having the hula- hoop is that since I am playing with my gender a lot and a lot of it is very foreign to people, I'm a woman, I become a man, I play around somewhere in the middle, and in all of that I bring this hula-hoop that everyone can relate to. It cancels out so much of the freak value of it and it becomes more beautiful in its own way.”*

— Karis, sensational hooper in the international epilator ad, in the Scissor Sisters & Pink music videos, and in Lucha Va Voom stage shows.

Karis lives in Los Angeles. His brother supported his diva aspirations since they were young and kept him safe from the bullies in his hood. Karis' performances are a showdown with his past. He takes to the stage in full courtesan attire and while hooping, he strips down to his skivvies winning over the audience and blurring gender lines. As his career takes off, Karis deals with the day-to-day isolating life of being a performer. Karis is featured in Kazwell and Pink music videos, hoops with the Scissor Sisters and in Lucha VaVoom, a live show of burlesque, comedy and Mexican masked wrestling.

More on Karis' work: [luchavavoom.com/karis/](http://luchavavoom.com/karis/)

## Christabel Zamor a.k.a. Hoopgirl, San Francisco, California.



*"There's so much diversity going on within this huge gathering of people that is unified through [hooping.org](http://hooping.org). We are an actual viable community, we are a cohesive group of people, we are a subculture with an identity"*  
— Christabel a.k.a. "HoopGirl", entrepreneur of the hooping trade and writer of the book "Hooping: a revolutionary fitness program" published by Workman Press.

Christabel, an academic with two masters degrees, was overweight and in debt. After taking a workshop with Hoopalicious, she tours the world with Anah as "Spin Babes", performing within a single hoop. With her new bootylicious physique, Christabel is now the driving force behind the brand HoopGirl in San Francisco. She certifies hooping instructors around the world, has a successful DVD catalogue, and published a book, HOOPING: A Revolutionary fitness Program.

More on Christabel's work: [hoopgirl.com](http://hoopgirl.com)

**Jonathan Livingston Baxter a.k.a. Baxter**, Carrboro, North Carolina.



*"Before I started hooping my body was broken down and my vision was limited to the next moments inevitable emptiness. As I hooped more I grew stronger and inwardly I became a sort of spiritual warrior. The hoop isn't just sculpting my body, it's rebuilding my whole."*

— Baxter, the southern son of a minister, and founder of the HoopPath.

Baxter a straight white guy from the land of Nascar, is so uptight about hula-hooping that he ties a bandana around his eyes to avoid the stares of his neighbors watching. While battling thoughts of suicide, he was able to reconnect to his mind, body and spirit. The hoop saved his life. The son of a minister, Baxter's practice has an almost religious bent. He teaches workshops around the world and founded THE HOOP PATH where he celebrates the connection between hooping and faith.

More on Baxter's work: [hoopath.com](http://hoopath.com)

## GrooveHoops, New York City.



*“Everyone should have some device to help them break out of what the culture is telling them to do and mine just happens to be a hoop. I recommend it for everyone. When you put a hoop on your body and you spin it you can't help but identify with a certain amount of freedom whether it's a childhood freedom or it's a physical freedom or a sexual freedom or a spiritual freedom. It plays as a catalyst for whatever you need in your life. It's really amazing how a simple toy can translate into your well-being and happiness.”*

– Stefan, GrooveHoops Manager, New York City top hoop troupe.

GrooveHoops is a breakdance, gravity-defying hula-hoop dance troupe based in New York City. Early practitioners of hooping flash mobs in the subway and streets, GrooveHoops bring moments of joy to commuters. Stefan, the troupe's M.C., leaves his day job editing reality shows to pursue his hooping life.

More on GrooveHoops: [groovehoops.com](http://groovehoops.com)

## Art Linkletter, 1912-2010



*"I think that people who find their passion early and follow it in their life are the happiest of all people, because then you never work. You're always doing something you'd rather do than anything else."*

— Art Linkletter, Spin-A-Hoop promoter and television personality.

Art Linkletter was a trendsetter celebrating the idiosyncrasies of the common person. He was the host of the CBS show *House Party*, which aired for 25 years. He pioneered live programming in with hits such as NBC's *People are Funny*, and *Kids Say The Darndest Things!* Art was a prominent figure in the success of one of the 50s first hula-hoops, known as the Spin-A-Hoop. Linkletter had one of the longest marriages of any celebrity in America, at nearly 75 years. He married Lois Foerster on November 25, 1935, and they had five children. In *The Hooping Life*, Art encourages the generation of modern hoopers to find their passion, and follow it.

Excerpts of our interview with Art:

[http://www.youtube.com/watch?v=dE9Z6o\\_EHrM](http://www.youtube.com/watch?v=dE9Z6o_EHrM)

## Appearances by:

**Michelle Obama**, First Lady, Washington, D.C.



*"Right now one in three children in this country are overweight or obese [...] Many kids don't have any access to physical education in the schools [...] We don't just want our kids to exercise because we tell them to. We want them to exercise because it's fun and they enjoy it. "*

— Michelle Obama, First Lady, at the Healthy Kids Fair on the White House South Lawn (Oct.21 2009).

**Garry Marshall**, Director, Los Angeles, California.



*"In the Bronx, I used to hoop when I was a kid."*

— Garry Marshall, Director, Actor, Producer, former Hooper.

**John Savage**, Actor, Los Angeles, California.



*"The hoop brings things together. It is a circle of life...and it is good exercise."*

— John Savage, Actor, Opera singer & Hooper, he can spin a hoop while singing opera (our favorite: La donna e mobile from Giuseppe Verdi's Rigoletto).

## Bios

### **Director/Producer/Director of Photography:** Amy Goldstein

Amy is a director/writer based in Los Angeles. As a director, she has worked over a hundred music videos including Rod Stewart's Downtown Train that topped MTV video countdown and Hong-Kong superstar Anita Mui. Her feature films screened at international film festivals including Berlin, Toronto, Seattle, Chicago, London and Santa Barbara. She has written series for MTV, Showtime, HBO, Fox and CBS. She toured with R. Kelly to write the hip-hop musical Check Under the Hood for Jersey Films/ Polygram. She is a member of the Directors Guild of America, the Writers Guild of America and the International Documentary Association. Amy also served on the board of OUTFEST for 10 years. She was just awarded the prestigious HBO/DGA directing fellowship. She is a graduate of Hampshire College and NYU's Tisch Film School.

### **Producer:** Anouchka van Riel

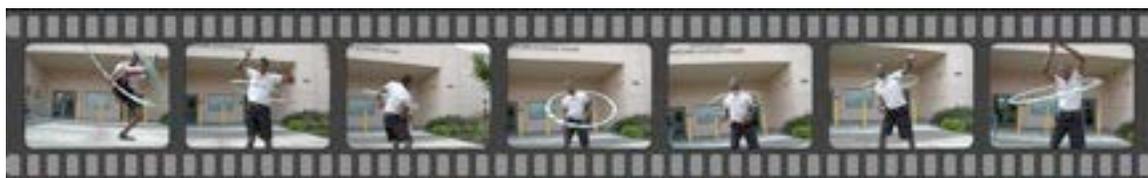
An M.B.A. by trade (ESCP Europe), Anouchka started her career at Activision Blizzard, the world's largest video game publisher (World of Warcraft). As a finance manager specialized in movie franchises, she constructed \$100 million plus budgets and analyzed impact of marketing strategies on sales and contribution margin. Movie franchises include Eragon, Scarface, Ice Age, Hulk, Robots, Spiderwick. She has decided to put this experience to use in promoting independent cinema. Since 2004, she has also been and organizer of the French Film Festival in Los Angeles (COL-COA).

### **Editor:** Dawn Hoggatt-Hollier

Dawn has been editing motion pictures and television series for more than 20 years. She is credited with editing Austin Powers: International Man Of Mystery, East Of A, Catfish In Black bean Sauce and Ping. She has also edited series and Movies Of the Week for CBS, NBC and HBO. She has a B.A. in Film Production from San Francisco State University.

### **Co-Producer/Visual Design :** Warren Heaton

Warren teaches video editing and motion graphics at both the Visual Arts and Computer Graphics Department at UCLA Extension and the Santa Monica College Academy of Entertainment and Technology. He chairs Digital Media Artist Los Angeles (dmala.org). His numerous awards include the Communicator Award's Crystal Award of Distinction as well as the Crystal Award of Excellence, and DV Magazine's Media Master's Award for Motion Graphics.



**Additional DP:** Gina DeGirolamo

A graduate of Ohio State University, she is a 20-year film and television veteran. One of the few female camera operators in Hollywood, she has worked on numerous TV series including Dream On, Arliss, Murder One, The Client, Andy Richter Controls The Universe, and Watching Ellie, and more recently as the DP for the independent films Jerome, Edge Of Seventeen, Equinox Knocks, Gypsy '83, and the documentary Between The White Lines. She was the recipient of the 2005 Cinematographers Guild Award for Cinematic Excellence for her visual contribution to Brothers.

**Additional Editing:** Troy Takaki

After graduating with a degree in cinema from San Francisco State University Troy started editing for television series including Ally McBeal, Tales From the Crypt, SeaQuest DSV, JAG and Desperate Housewives. With the Los Angeles IFF entry Sweet Underground and Sundance FilmFestival entry The Pornographer, Troy segued to feature films. Since then, he has cut features including Hitch, Stick It, Sweet Home Alabama, Diary of a Wimpy Kid, The Bounty Hunter.

**Additional Editing:** Marc Senter

Marc is a graduate of Tulane and American University Film School in D.C.. He has been editing for more than fifteen years for film and television including the BBC, the Discovery Channel, the Sundance Channel, MTV and A&E. He recently edited (additional) Kimberley Reed's documentary Prodigal Sons, which premiered at Telluride in 2008. Marc also edited the Whales, Under Fire, Cement and Save Our History: Voices of Civil Rights, which won a Peabody Award in 2006. He is currently editing a pilot for Showtime.

**Composer:** Basement Jaxx

Basement Jaxx are a Grammy-winning British electronic dance music duo from England consisting of Felix Buxton and Simon Ratcliffe. They first rose to popularity in the late 1990s. Per the British Hit Singles & Albums book: "they surfaced from the underground house scene, are regular transatlantic club chart-toppers and won the BRIT Award for Best Dance Act in 2002 and 2004". They won 'Best Electronic/Dance Album' award at the 47<sup>th</sup> Grammy awards for their third full-length album Kish-Kash The Hooping Life is the second feature film Basement Jaxx scored. The Hooping Life team is currently working on a music video for their song "Hooping Life". Hoopers from around the world could submit their video of a choreographed hooping dance piece to participate in the video.



## Contributors

**Robyn Highlove**, an early hoop-partner of Hoopalicious, introduced us to the world of hoopers. We are tremendously grateful.

**Suzy Melin**, widow of Arthur Melin (aka Spud) - the inventor of the WHAM-O hula-hoop, **and the Melin family**, who shared with us lots of insiders' stories and secrets.

**Terry Goedel**, Tualip/Yakima seven times Hoop Dance Champion and his hoop-dancing family, are preserving and celebrating the ancient practice of native people using hoops as part of their storytelling ritual. He met with the featured hoopers in the film to share the love and the joy of the hoop.

**Floyd Red Crow Westerman** who "chanted" to us the meaning of hoop-dancing in Native American Culture. Thank you.

**The String Cheese Incident** is the Colorado jam band credited with jump-starting the modern hooping movement. In the 90s, they started throwing hoops to their audience and encouraged participants to groove and improvise with them.

**Philo Hagen** co-founded HOOPING.ORG, a multi-faceted website that serves as a comprehensive and exhaustive resource for hoopers including a magazine, archives on everything hoop, a hoopers forum and an online market place. Philo is himself a versatile hooper, part hoop philosopher, part hoop performer, part hoop maker, and mainly the pulse of the hooping community.

**Ariel Meadows** co-founded HOOPING.ORG, and has shared the early history of hooping with us. Besides hooping, she is an avid blogger and writes about almost everything. Her new book "Offbeat Bride: Taffeta-Free Alternatives for Independent Bride" is available at book stores everywhere.

**Rayna McInturf**, founder of Los Angeles-based Hoopnotica, a top hoop retailer that also sells DVDs, Apparel and hoop dance classes.

**Kelly McQuinn**, creator of KidTribe, is an apostle preaching the gospel of hooping amongst the under 12 set. She has helped spreading the modern practice of hooping across the land and generations.

**KJ**, a hoop performer from Mutaytor and Suicide Girls, openly shared with us her adventures in the hooping trade.

**The Scissor Sisters**, a Grammy Award-nominated American band that formed in 2001. Their style draws from disco, glam rock, pop and the club scene of New York City. They invigorated the career of our featured hooper Karis, celebrating his transgendered hooping performances in the music video for the single "Filthy Gorgeous" directed by John Cameron Mitchell.

**Sammy El Soudani**, an aerospace engineer from Boeing, explained to us the rudiments of physics that make the hoop stay in the air. Our favorite quote from Sammy is without a doubt: "A robot cannot hula-hoop and that's what makes hooping uniquely human".

**Michael Swartz**, cosmologist, introduced us to the centrifugal and centripetal forces.

## Press & Community Cheers

**"A little gem, with surprising emotional depth"** -- *CBC Canada*  
<http://www.youtube.com/watch?v=ZnK3hOIMvrY>

Interview with director Amy Goldstein:  
<http://www.cbc.ca/radioactive/episode/2012/02/08/hula-hooping-craze-comes-to-edmonton/>  
-- Radio Active, CBC Canada

**"The hula hoop has taken on a new life":**  
[http://www.insidebayarea.com/timesstar/ci\\_20173658/hoop-hoop-and-away-hula-hoop-has-taken](http://www.insidebayarea.com/timesstar/ci_20173658/hoop-hoop-and-away-hula-hoop-has-taken)  
-- The Oakland Tribune

**"The Hooping Life asks, is there a revolution in you?"** -- *San Francisco Chronicle*

**"A funky film on the lives the hula-hoop has changed"** -- *L.A. Weekly*

**"Stunning and thrilling documentary with positive lifestyle changes"** – *Creative Loafing*





Tisha & The Hooping Life bring some hype to the Sarasota Film Festival -- Herald Tribune

**"A community film about open minds & hearts, a visual treat for the soul."**  
Ashleigh Herd, Union Program Council Films Co-Chair, Kansas State University

**"Reaches out to everyone, inspiration was unanimous and palpable after the screening."** Mandy Harvey, Screening Hostess, Toronto, Canada

**"This movie is tailored to anyone with a dream, especially during this downturn economy, it will break the hoop ceiling as an entrepreneur's delight!"** Betty Lucas, Screening Hostess, Alameda CA

**"This documentary resonated with me on so many levels - as a hooper, performer, business owner, someone who has struggled with depression, and simply as a human being...I was filled with emotion and brought to tears more than once. It surpassed my expectations, inspired me, motivated me, reinforced many of my own choices and decisions."** Rob Grader, Screening Host, Asheville NC

**"Very inspirational."** <http://happyhooping.blogspot.ca/>

**"An unforgettable experience that taught us about taking a leap of faith with a good dose of hard work."** - Lacey Coop & Sirkka Aho, Screening Hostesses Honolulu, HI

**"A fascinating film."** Margaret Cerullo, Professor of Sociology, Hampshire College.

**"Touching and beautiful movie."** Henna Matanuska, Screening Hostess, Tampere, Finland

## Tip Sheet

**Genre:** Documentary

**Running Time:** 67 minutes

**Medium:** Mini DV

### Locations:

Americas:

USA:

Carrboro, North Carolina

Hollywood, California

Los Angeles California

New Orleans, Louisiana

New York City

San Francisco, California

South Central, California

Venice, California

Canada:

Montreal

Mexico:

Chiapas

Europe:

Berlin, Germany

Roma, Italy

Vienna, Austria

Africa:

Johannesburg & Cape Town, South Africa

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State of the Arts



**NYSCA** &



### Contact:

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Anouchka van Riel, Producer

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