

A Special Note from our Hooping Outreach Coordinator Lara Eastburn, for hoopers and the hoop-curious.

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<http://www.hooping.org/2012/01/the-hooping-life-screenings-2012-start-yours-today/>

Growing Our Community with The Hooping Life

It's a movie. It's a movement. Six years in the works, the one-and-only film documentary about the hooping community begins community-organized screenings this month in cities large and small across the globe. What does that mean, exactly? It means that the biggest vehicle yet for growing our community is coming to every town where there's a hooper willing and motivated to host it. That's right, it's time! Time for the hooping community to rally, to organize, to motivate, and to get behind this film's incredible potential to bring what we love to every corner of the world.

As someone who has anticipated the film's release for quite some time, I'm jumping at the chance to join the team that is working to put hooping on the map. Here's why you should too.

This is Huge, Y'all. Our hoops and the people that move them change themselves, change lives, create communities and make dance happen where dance wasn't happening before. And I know you agree that inspiring movement and creativity in *any* form is an enormously big deal. But despite what our Facebook feeds would have us believe, hoopdance is still relatively unknown. We simply have not even begun to tap the possibilities of what hooping could do, be, and mean on a large scale. Bringing hooping to the world stage is exactly what *The Hooping Life* aims to do with our help.

Hooping has become what it is over the last decade one hoop and one glorious hooper at a time. Through our hoop jams, our performances, our classes, our friends. Through our singular passion for sharing what hooping has brought to our own lives. Now imagine what could happen if you could bring hooping to your entire town with one incredible event. Envision introducing 50-100 (or more!) new people to hooping in one afternoon. Making the front page of the paper or the evening news. And imagine this happening every week somewhere in the world. See yourself waking up to find 100 orders in your inbox instead of 10. Or 40 people at your hoop jam instead of 4. Imagine World Hoop Day on CNN. Imagine booking 16 gigs this month instead of 3. A waiting list for your hoop-making class. Or having the resources to jumpstart the after-school program, dance troupe, hooping studio, or charity you've always wanted to. These aren't things we can just dream about. These are things we can *do*.

Yes, We Can. This film, our film, is not backed by Hollywood. It's backed by you. It depends upon you. Regular ol' folk that believe fiercely and know from experience that we can heal ourselves and our communities through movement. Each of us can bring *The Hooping Life* and hooping to our towns in a big way. You've got the love, the inspiration, the motivation, and a vision. Now you just need a venue, a date, the modest screening fee, support and a plan.

- **The Venue.** Keep in mind that you don't have to show the film at a theater. You can use a school gym, a church, a local YMCA, a restaurant, a club, a local park. Really anything that you have available to you. If it has space to hold a hooping workshop afterward and vending, then all the better.

- The Date. You can plan a Hooping Life screening event for a limited period of time this year. But why not strike while the iron is hot and the weather is cold? The sooner you set a date, the more time you'll have to plan, organize and promote the event for maximum awesomeness.
- The Screening Fee. The public screening fee for organizers is \$465, less than ¼ the cost for most films, and it can be divided up into payments. What's it for, anyway? The fee purchases the rights to screen the film publicly, charge admission, and turn your vision into an interactive, fund-raising, awareness-boosting community event. ALL proceeds from the event are yours to keep, invest in your community, or donate to a cause. (The screening sponsored by the DC Hoop Collective in **Washington** DC last year raised more than \$1000 for World Hoop Day). You will also receive a \$465 retail value of *Hooping Life* merchandise (1 Theatrical-sized poster, 1 small poster, 10 Hoop Loops DVDs, and 5 packs of The Hooping Life Playing Card Deck) to sell, give away, or auction off at your event to recoup your investment.
- The Support. The Hooping Life provides promotional materials, press kit, press release, and mad support for your event. The two lovely ladies behind this film - Amy Goldstein and Anouchka van Riel - produced *The Hooping Life* to empower the hooping community like nothing has before. Their primary goal is for their film to be a catalyst for growing your community, your business, or your organization. So the entire Hooping Life team is deeply committed to make your event a successful one.
- The Plan. Like hoops, your screening event can come in any size. Add a hoopjam, workshops, classes, performances, giveaways, contests, vending ... the sky's the limit. Is it a party? A fundraiser for a cause? A fitness summit for local gyms, studios, and health stores? A black-tie evening? A grand opening? A backyard hoedown? Invite teachers. Invite community leaders in health. Hell, invite the mayor. This is YOUR show.

Hold on. Isn't this just a movie for hoopers? No way. Don't get me wrong - hoopers are going to love it. It's an awesome, rocking film that will make you proud to be a hooper. But it's not an hour and a half of scantily-clad booty-shaking. *The Hooping Life* interweaves the stories of eight men and women who risk it all to found a movement (Anah), work for themselves (Christabel), heal themselves spiritually (Baxter) and physically (Sass), save and educate their communities (Tisha and Jeffrey), and radically challenge the status quo (Karis). The film travels from South Africa to South Central, from the Deep South to the Big Apple, and places in-between. Shaquille O'Neal introduces the movie, and now it's got a phenomenal and original soundtrack from Basement Jaxx.

MOVIE TRAILER: thehoopinglife.com

When I finally got to see *The Hooping Life* a few months ago, I was overcome with a sense of pride. I got all kinds of fired up about using this film to catapult hooping into the social stratosphere. I saw it's potential to bring the powerful healing of the hoop to our communities. I just moved to rural East Texas from Atlanta. I think I'm the only hooper within 2 hours. But I'm bringing *The Hooping Life* to Tyler TX. Don't let anything hold you back. It's time. It's 2012: The Year of The Hoop. Write outreach@thehoopinglife.com to get your screening kit and start planning the event that's going to start a movement about movement arts. "Is there a revolution in you?"

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