

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

"A funky film on the lives the hula-hoop has changed."  
– LA WEEKLY

"A little gem, with surprising emotional depth."  
– CBC

"...takes you into the legendary extraordinary life of hula-hoopers."  
– Shaquille O'Neal

# THE HOOPING LIFE

Original music by BASEMENT JAXX

It's a movie, it's a movement.

## Event & Screening Packet – Students & Educators

Bookings:  
Lara Eastburn  
outreach@thehoopinglife.com  
310-803-7170

List of Screening and Workshop Possibilities  
Step-by-step instructions and resources for  
screening *The Hooping Life* at your college



Dear Students & Educators,

Thank you for your interest in bringing *The Hooping Life* to your campus. Screening the film at your college is a terrific way to get your campus shaking and moving, literally.

*The Hooping Life*, a film about a playful subculture, delves into eight personal stories of transformation and offers a unique platform for conversations about Women's Issues, Anti-Bullying, Mind and Body Wellness, Gender Identity, Music & Film (original score by Basement Jaxx) Entrepreneurship, and Personal Freedom & Expression.

Thank you for making the world hoop.

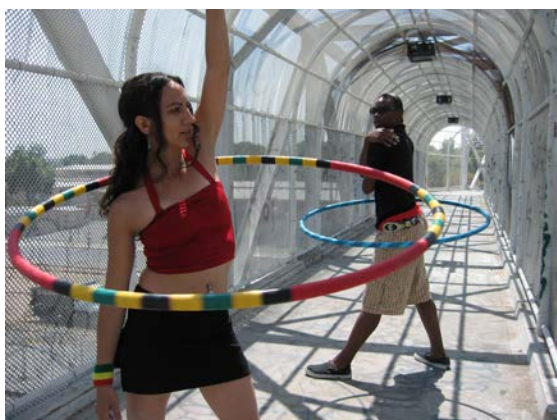
The Hooping Life Team

**"A community film about open minds & hearts, a visual treat for the soul....Showing this movie and working with Karis for Union Program Council's Awareness Week was such an enriching experience for our campus - like nothing we've ever had before!"** - Ashleigh Herd, UPC Films Co-Chair, Kansas State University

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## About the Film

*The Hooping Life* follows eight performers, activists, teachers and healers as they take a mere kid's toy, the hula-hoop, and with pure grit and determination, reinvent "hooping" into a dance, spiritual and fitness phenomenon.

The film chronicles the birth of an outrageous subculture that much like surfing, skating and break-dancing forms a supportive community. Tisha, the daughter of a gang leader, creates an after school hip-hop-hoop program providing kids with an alternative to gangs and takes in one of her charge. Karis opens eyes and minds worldwide with hula-hoop gender-bending burlesque, engendering an anti-bullying pulpit. In the Deep South, Baxter the son of a preacher, overcomes suicidal depression hooping blindfolded and establishes his hooping church. In South Africa, Sass a rape survivor lights hoops on fire as sexual healing, and works with other victims to help them heal.

The hooping movement was born in the underground club scene in California in the 90s, when a rave kid Hoopalicious developed the first adult-sized hoops, a distinct "hooper" look, crazy moves and made the hoop her dance partner, transforming hooping into an art form. The hoopers featured in the film all learned from Hoopalicious, who partners with HoopGirl and takes on the iconic battle of art versus commerce. Will Hoopalicious survive if hooping goes mainstream?

Footage filmed by the hoopers themselves was included in *The Hooping Life*, giving a raw authenticity to their personal stories of transformation.

This picture is vibrant, edgy and truly resonates on a multi-cultural level while giving an eye-opening look at an infectious and beautiful new subculture.

## Why screen *The Hooping Life* at your campus?

1. **Visually compelling and Participatory workshops:** Hoop dancing is visually stunning. Each screening can be combined with a variety of workshops that engage students to move and experience what they just passively watched on the screen.

2. **Issue-oriented Content:** We believe *The Hooping Life* and hoop-dance itself are enjoying immense popularity among college populations because they speak directly to the growing cultural concerns of today's students. In *The Hooping Life*:

- Directionless in Hollywood, Anah seeks purpose.
- Overweight and introverted, Christabel pursues liberation, weight loss, and a career as a successful entrepreneur in San Francisco.
- Bullied as a teenager for being gay, Karis takes on issues of gender and sexual identity, with gender-bending performances worldwide.
- Baxter struggles with suicidal depression and defines a new form of spirituality in North Carolina.
- Tisha and her student Jeffrey offer alternatives to gang involvement in South Central.
- Stefan and his New York dance troupe surprise the urban rat race and landscape with play in unexpected places.
- Sass reclaims her body and life after a brutal home invasion and rape in South Africa.

These stories of transformation told in *The Hooping Life* offer college campuses a unique platform for conversations about Women's Issues, Anti-Bullying, Mind and Body Wellness, Gender Identity, Entrepreneurship and Personal Freedom and Expression.

### GET AMBASSADOR CREDIT WHEN YOU SCREEN *THE HOOPING LIFE*

By screening *The Hooping Life*, you become a valued member of our team. We would like to show our appreciation of your support by crediting your college department and/or organization as participating ambassador of the film.

Ambassador credits will be prominently displayed on our website at [thehoopinglife.com](http://thehoopinglife.com)

#### School Ambassadors To Date:

Hampshire College



Kansas State University



University of Cincinnati





# Screening and Workshop Options

Through Spring 2012, we are making screenings of *The Hooping Life* available to college campuses **ONLY**. You can choose one of our Film screening and Workshop options below or work with us to tailor an event and/or screening to your specific needs.

## 1. Screening-Only \$500

## 2. Screening + Q&A with Director Amy Goldstein – Starting at \$750 \*

Director Amy Goldstein shares what prompted her to make *The Hooping Life*, as well as the rewards and challenges of creating an against-the-odds documentary film.

## 3. Screening + A Professional Hooper + Workshop or Performance\* - Starting at \$1,100

Get an inside perspective about documentary filmmaking from the director's point of view and gain insight from one of the film's hooping protagonists. *Includes one of the workshops below. Add additional workshops for \$600 each.*

## 4. Screening + Q&A with the Director + A Professional Hooper + Workshop \* - Starting at \$1,350

Get an inside perspective about documentary filmmaking from the director's point of view and gain insight from one of the film's hooping protagonists. *Includes one of the workshops below. Add additional workshops for \$600 each.*

## 5. Workshop and/or Performance only – Starting at \$600 \*

*\*Screenings with appearances from the director and/or a hooper from The Hooping Life do not include travel and accommodations. Additional booking fee applies for hoopers bookings only.*

**Have questions about screening *The Hooping Life* at your campus?  
Would like to tailor an event and/or screening to your specific needs?  
We're here to help!**

**Contact our college screening coordinator and fab hooper Lara Eastburn at:**

**outreach@thehoopinglife.com  
or call  
310-803-7170 to get started.**



## Workshops Description

We have found that screenings of *The Hooping Life* inspire audiences to want to jump into hoops themselves.

**Make your screening an Event** that leads to creative discussions AND movement by adding one of the following workshops with a hooper from the film (see bios page 11). Hoops can be ordered as well to make the event fully participatory (see page 8).

Screening Options 3 & 4 include ONE of the following workshops with a hooper from *The Hooping Life*. Add additional workshops for \$600 each. Note that additional appearance fees are required for the Hoop Troupe Event.

Workshop or Performance ONLY events are also available for booking.

- **HOOPING FOR HEALTH AND WELLNESS**

An adult-sized hoop is a revolutionary exercise tool gaining popularity in the fitness industry. A hooper from *The Hooping Life* will demonstrate and guide participants in fun routines with an adult-sized hoop that build core strength and encourage an accessible new form of exercise.

- **HOOP LOOPS AUDIENCE JAM**

(Double Feature!) Follow *The Hooping Life* screening with full-on audience participation. Our film supplemental, *Hoop Loops VJ Mix Vol. 1*, is an inspiring cinematic display of hooping from around the world that serves as the backdrop for a full-on audience hoop jam led by a hooper from the film.

- **HOOPING FOR SOCIAL JUSTICE**

This seminar addresses social issues with positive solutions, movement, music, and hooping. School Ambassador Trainer Tisha Marina inspires non-violent solutions to social problems through her work with inner-city youth. What do you do when there is bullying going on around you, or you find yourself turning into a bully? Enjoy a discussion of hooping sociology followed by a physical hoping practice that incorporates the mind, body and spirit.



Left: Workshop with Hoopalicious



Right: Hoop Loops jam at Miami Art Basel 2010

- **LGBT HOOPING**

Karis talks about his response to being bullied in high school for being different. He created an anti-violence after school group and braves audiences worldwide on stage and on screen as he transforms from woman to man in front of thousands. He is the first boy to play a girl in a celebrated international advertising campaign. He stars in the Scissor Sisters' video "Filthy Gorgeous" and Pink's video "Raise Your Glass".

- **HOOPING YOGA & MEDITATION**

Delve into an ecstatic movement practice of turning blissfully inward while sculpting and strengthening your physical body with hooping. Learn a unique daily practice that will forge a peaceful mind and body.

- **HOOP TROUPE EVENT - A HOOPING SPECTACULAR**

A break-dancing, gravity-defying hula-hoop dance troupe takes over the stage, catapulting hoops around their bodies in elaborate flips, tosses, jumps and body rolls. A subculture shares its secrets in a theatrical show. *Add \$600 per performer for a minimum of 4 performers. Please inquire for larger shows.*

- **HOOPING FASHION & DESIGN**

Hooper/ Designer/ Artist Karis or Malcolm Stuart will share their experience as costume designers and will show you how to make a fabulous hooping outfit. Malcolm Stuart recently designed costumes for Katy Perry, Ke\$ha and Nicki Minaj. Karis has designed for Marilyn Manson, Angelina Jolie and Liv Tyler.

- **HOOPING ENTREPRENEURSHIP**

You know where to get tubing and tape but you are not quite sure how to price your hoop and where to sell it. Which hoop stores are you competing with? How many hoops should you make in your first manufacturing round? Welcome to hooping business 101. An entertaining approach to start-up enterprises taught from scratch by a successful hooping entrepreneur.



From left to right: Karis performing, *Hooping Life* Q&A at Santa Cruz Film Fest, Designer/ Hooper Malcolm Stuart performing at Art Basel Miami for *The Hooping Life*, Ke\$ha's costume by Malcolm Stuart.



## Add Hoops to your Screening Event

Many of *The Hooping Life* Workshops need hoops to happen. You can order them at wholesale price through [outreach@hoopinglife.com](mailto:outreach@hoopinglife.com)



**Standard Hoops**



**LED Hoops**

### **Want your college colors? No problem!**

We have teamed up with a professional hoop maker that specializes in bulk hoops. Each adult-sized hoop is wrapped with one color of body-hugging cloth tape designed for first-time hoopers. Want your college colors? No problem! Please order at least one month before your event to allow enough time to make the hoops and ship.

- Up to 20 hoops: \$20.00 each
- 20 to 100 hoops: \$15.00 each
- 100 hoops or more: \$11.00 each
- Special orders: LED hoops. Contact us for prices.

Shipping costs not included. For rush orders, additional shipping costs apply.

**Have questions about ordering hoops, different types of hoops, or customized orders?**

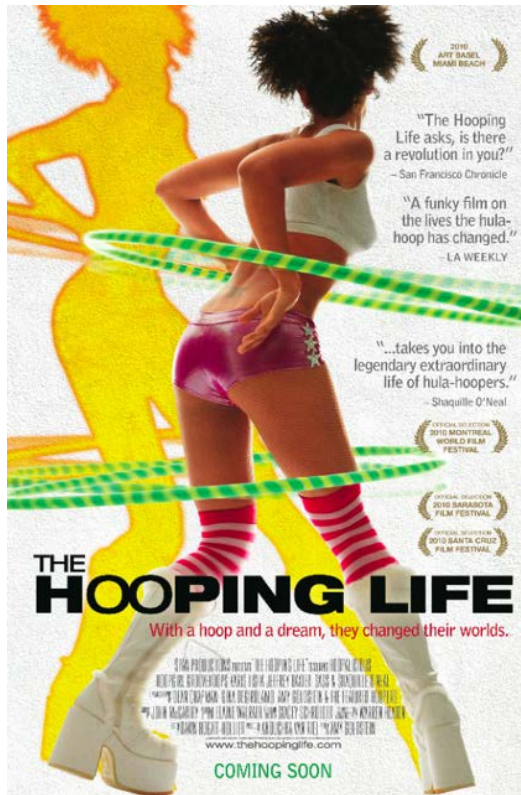
**Contact our college screening coordinator and fab hooper Lara Eastburn at:**

[outreach@thehoopinglife.com](mailto:outreach@thehoopinglife.com)  
or call  
310-803-7170 to get started.





## Promotional Materials



**Self-Printing.** Request self-printing promotional materials for FREE at [outreach@thehoopinglife.com](mailto:outreach@thehoopinglife.com):

- Theatrical-size Poster 27 x 39
- Standard Poster 11 x 17
- Post Card/ Flyer
- Event-Planning Checklist
- Production Stills
- Press Release Template

**Order Pre-Printed Promotional Materials** Request professionally printed promotional materials at deeply discounted prices from *The Hooping Life*

- Standard Package \$33.00
- 1 theatrical-size poster
- 2 standard-size posters
- 50 post card/flyers

### Special Note from The Hooping Life Team: Inspire Your Campus

We know that you have options when choosing to screen a film on your campus. *The Hooping Life* offers an active, participatory, and long-lasting way to motivate and galvanize your college population. When students are inspired to movement, they are equally inspired to action and involvement. Whether your campus organization desires to inspire dialogue about social issues, mental health, physical fitness, story-telling, filmmaking or cultural phenomena, we will assist you with your event in every way we can.



# Tips for Hosting Your Hooping Life Screening and Workshop

## Preparing for Your Screening/ Workshop.

Once you've nailed down your screening's date, time, and venue and secured *The Hooping Life*'s public performance rights, it's time to start preparing for your event!

Use this checklist to get started:

- Invite guests via email, Evite, listserve, Facebook, phone or text.
- Spread the word to the wider community by:
  - creating a Facebook event,
  - sending updates via your Twitter feed, and including links to *The Hooping Life* website on your own site or blog.
- Use *The Hooping Life* Press Materials to create your own customized event flyer.
- Issue a press release to let your local newspaper, TV and radio stations know about your event.
- Order hoops at least one month before your event.
- Organize hoop jams on campus to raise awareness about your screening/ workshop.
- At least 3 days before your event, test-run your DVD. You'll want to be sure that your projector, audio, and DVD player cables fit, that your sound is audible (even in the back of the room), and that the picture that gets projected on your screen or wall is the right shape and size. Make sure your venue space gets very dark, too, and that the screen can be seen from all chairs in the room.





## On the Day of Your Event

- Introduce the film and tell your audience why you were inspired to host *The Hooping Life*.
- After the film ends, allow 30 minutes for discussion or one hour Q&A if you selected this option.
- Engage your guests by lending them hoops if you have some available and show them a few moves with the help of one of the protagonists of the film.
- Throw a post-screening performance by one of the protagonists of the film.

Please send us your feedback so we can improve this packet for other educators and students! And we would love to see your hooping progress. Send your thoughts, videos and pictures to [outreach@thehoopinglife.com](mailto:outreach@thehoopinglife.com).

## Workshops Instructors Bios

**All instructors listed are also the protagonists of The Hooping Life.**



For as long as she can remember, **Tisha Marina** has been an agent for social change and justice. She was awarded by the Central for Non-Violence the 2009 Non-Violent Hero Award. Whether designing and implementing after school programs in South Central Los Angeles to creating hoop workshops for pregnant teen mothers, Tisha's "day jobs" for the last 15 years have been dedicated to social change. Through her passion for hooping, she has helped hundreds of youth across the country to channel their energy in positive ways. Tisha Marina is on a personal mission to bring hope and play to the underserved. That dream includes bringing hoops to juvenile halls and low income populations creating a space in which young people can feel free.

Tisha presently is a trainer for the Safe School Ambassadors® program which empowers leaders on campus, and equips them with nonviolent communication and intervention skills to stop bullying among their peers. She has worked with over 1,400 students. Tisha is collaborating on her graduate thesis with the Safe School Ambassadors team to demonstrate both the effectiveness and the imperativeness of the anti-bully programs. She has a Bachelors degree in Human Development and a Masters degree in Human Development, specializing in Social Change and Justice from Pacific Oaks College. On the web at [hiphoopnation.org](http://hiphoopnation.org).



**Stefan Pildes** is a born and bred New York City hooper who gave up a career as a video editor for a new direction in life. He is now the president of the most established hoop group on the East Coast, GrooveHoops™.

GrooveHoops is the world's first hula-hooping dance team and has performed with national ballets, orchestral companies, and international operas. Stefan appeared in the BQE performance directed by singer songwriter Sufjan Stevens, featured at the Brooklyn Academy of Music. He trained Sufjan in

preparation for the performance.

Stefan's New York City hoop class is the longest running hoop class in the world and focuses on fitness, rhythmic movement and fun!

Stefan's greatest gift to the hooping world is being part of the creation of the non-profit World Hoop Day, an annual celebration where hoopers around the world give hoops to people in need of getting fit, having fun and feeling connected to a larger community. World hoop day also brings hoops to undeserved third world communities.

When he isn't hooping he enjoys doing everything from apple picking to yoga.

On the web at [groovehoops.com](http://groovehoops.com).



**Christabel Zamor a.k.a. Hoopgirl** is a worldwide leader of the modern Hoop Dance movement. She founded HoopGirl, which has sold over 30,000 fitness hoops since 2001. HoopGirl is widely regarded as the most authoritative educational organization in the industry, having certified over 390 instructors in 13 countries to teach the HoopGirl Workout program.

Christabel scripted, starred and produced 5 instructional hoop fitness DVDs. She has authored "Hooping: A Revolutionary Fitness Program", published by Workman Press and sold more than 25,000 copies. For almost a decade, Christabel has been teaching sell-out classes and performing internationally for clients such as Cirque du Soleil, Warner Brothers, and Universal Pictures. She regularly trains teachers helping children prevent obesity.

Her Teacher Training course can also provide graduates who are classroom teachers with a continuing education unit from an accredited university program.

Christabel holds two graduate degrees and is certified by the AFAA Aerobics & Fitness Association of America as a Primary Group Exercise Instructor. She is an



active member of the National Strength and Conditioning Association and IDEA Health and Fitness Association. HoopGirl has been featured in hundreds of media appearances, including Time, O, Weight Watchers, Shape, Prevention, Live with Regis and Kelly, The Morning Show with Mike and Juliet, and The Dr Oz Show. On the web at [hoopgirl.com](http://hoopgirl.com).



Critically acclaimed as one of the most beautiful hoop performers in the world, **Karis** constantly dazzles diverse audiences with his unparalleled abilities, his extravagant costumes and imaginative concepts.

A consummate entertainer, he has been called upon to perform at such prestigious events as Coachella and the Sundance Film festival, as well as The Madison square garden, The Fillmore, Caesars Palace in Las Vegas and the International Theater of Sweden in Stockholm. Karis performed worldwide with the music band Scissor Sisters and stars in their music video for the worldwide smash hit

Filthy Gorgeous. He co-stars in the music video for Tonight by Cazwell as well as Raise Your Glass by Pink. Karis can also be seen touring with award-winning burlesque show Lucha VaVOOM as a resident performer.

In addition to his mastery of the hoop, Karis is an accomplished hooping instructor. He trained Madonna and her dancers for the Confessions Tour and is teaching every summer in Europe where fan clubs have sprouted notably in Eastern Europe. When he is not touring, he likes to dedicate his time to different organizations such as AIDS Project Los Angeles (APLA), P.E.T.A and The Special Olympics. On the web at [luchavavoom.com/karis](http://luchavavoom.com/karis).



**Anah Reichenbach a.k.a. Hoopalicious** is widely regarded as one of the leading Hoop Dance performance artists in the world and the originator of hooping as we know it today. Incorporating all over body, athletic hooping, outstanding hoop tricks, mesmerizing dance forms and powerful emotional presence Hoopalicious' workshops are some of the most sought-after hoop trainings in the world. She is featured in Justin Timberlake's music video for "What goes around comes around" and "Fergalicious" by Fergie, commercials for Coca-Cola, K-Swiss and Cingular. She performed at 2004 MTV Video Music Awards and was the

leading dancer on Sting's 2004 World Tour. She regularly tours with top DJs like Armin van Buuren. When not performing, Hoopalicious teaches workshops and offers power-packed instruction to hoopers in the Bay Area and across the country from beginners to advanced levels.  
On the web at [hooprevolution.com](http://hooprevolution.com).



**Malcolm**, started hooping in 2002 when he met a group of hoopers at a loft party in Brooklyn, NY, where he still lives and works. He had an immediate connection with both the hoop and his new friends, becoming a part of their hoop group, which soon became the first New York hoop troop GrooveHoops. In 2005 and 2006 he performed and choreographed in Agora 1 and 2, by Noemie Lafrance. His fine art

interests has brought him into the gallery world with regular appearances at Deitch Projects in New York, and in 2009 with his performance troop Color Wheel at the Sculpture Center in Long Island City for the annual Performa festival. Also in 2009 he performed in the Life Ball in Vienna with the House of Xtravaganzas, as well as Choreographed hoop performance in the opera Il Mondo Della Luna in the Natural History Museums Planetarium in New York. He recently choreographed a hoopdance piece for the music video for the song "Hooping Life" by Basement Jaxx.  
On the web at [malcolmstuart.com](http://malcolmstuart.com).



**Baxter**, full name Jonathan Livingston Baxter, lives in Carrboro, North Carolina. The hoop teacher and founder of The Hoop Path™ is most definitely devoted. He hoops for 90 minutes to two hours daily. How did it all begin? He was in art school and was working on a project using white plumbing grade pvc. He made one hoop out of black cvcc that was really, really big 2.25 inch tubing that became his first hoop. About seven years ago, Baxter broke his collarbone,

and in an effort to heal from this injury he began a daily hoop practice. He's been hooping daily ever since. One of the first and most profound aspects of his life that hooping has changed is the way he handles depression. Through his daily hooping



practice, he is able to limit bouts of depression to hours. Ultimately, his entire view of life has changed from feeling cursed to feeling blessed.

When not hooping, Baxter travels the country revitalizing those bored to death with their usual workout routine. There are very few aspects of his life that are not hoop-related, but he admits to secretly being a HUGE sports fan...He is possibly the only hooper in existence who plays fantasy football.

On the web at [hoopath.com](http://hoopath.com).

## **Other Hoopers bios available upon request.**



**About the director, Amy Goldstein:** Amy Goldstein is a director/writer based in Los Angeles. She was just awarded the prestigious HBO DGA directing fellowship. As a director, Amy has worked on over a hundred music videos including Rod Stewart's Downtown Train that topped MTV video countdown. Her feature films screened at international film festivals including Berlin, Toronto, Seattle, Chicago, London and Santa Barbara. She directed the award-winning feature film East of A, an edgy comedy about an alternative family facing the challenges of raising a child with HIV. The ensemble cast includes Adam Arkin, David Alan Grier, Rashida Jones, Camryn Manheim and Mary McCormack.

Amy 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. Amy has taught Master Classes at Hampshire College, NYU Film School, and the West Hollywood homeless shelter. She is a member of the Directors Guild of America (DGA), the Writers Guild of America (WGA) and the International Documentary Association (IDA). Amy also served on the board of OUTFEST for 10 years and directed a PSA for the Human Rights Campaign with Betty DeGeneres. Amy is a graduate of Hampshire College and NYU Tisch Graduate Film School.



2010  
ART BASEL  
MIAMI BEACH

## THE HOOPING LIFE TIP SHEET

**Genre:** Documentary

**Running Time:** 67 minutes

**Featuring:** Hoopalicious, Hoopgirl, Karis, Tisha, Jeffrey, Groovehoops, Baxter, Sass, Shaquille O'Neal, Art Linkletter,

**Appearances by:** Michelle Obama, John Savage, Garry Marshall, The String Cheese Incident

**Filmed in:** USA, Canada, Mexico, Berlin, Roma, Vienna, Johannesburg, Cape Town

**Language:** English

**Original Music by:** Basement Jaxx

**Festivals Screenings:** Sarasota Film Festival, Montreal World Film Festival, Miami Art Basel, Santa Cruz Film Festival, Sonic Bloom Music Festival

**Funded by:** New York State Council on the Arts, Pacific Pioneer Fund, Papper Foundation

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OFFICIAL SELECTION  
2010 SARASOTA  
FILM FESTIVAL

OFFICIAL SELECTION  
2010 SANTA CRUZ  
FILM FESTIVAL

OFFICIAL SELECTION  
2010 MONTREAL  
WORLD FILM  
FESTIVAL



OFFICIAL SELECTION  
2011 SONIC BLOOM  
MUSIC FESTIVAL

