

## SCHEDULE

**From 06h30 pm :** Welcome to  
« L'Heure Joyeuse »

**07 h00 :** Short Speech—Leila Cherif  
President of « L'Heure Joyeuse »

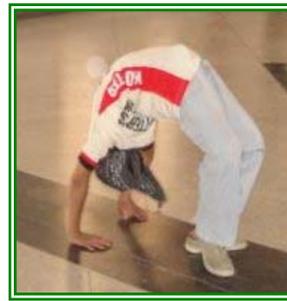
**07 h10 :** Children Show—Urban Dance

**07h30 :** Kimberley Jay's performance



**07 h40 :** collective performance—  
Kimberley Jay and the children

**08 h00 :** buffet (prepared by HJ's  
volunteers and trainees)



**L'Heure Joyeuse**  
**Association Reconnue d'Utilité Publique**

**5 rue Abbes El Jiraoui, Bélvédère**  
**Casablanca**

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**May the 19th 2007**

**Urban  
Dance**

**Street Dance**  
**Hip Hop,**  
**Break,**  
**Rap**  
**SHOW**

**From 06h30 pm**

**At « L'Heure Joyeuse »**

**5 rue Abbes El Jiraoui, Bélvédère**

**Casablanca**

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# Urban Dance : Art to overtake borders

Urban Dance was launched by L'Heure Joyeuse thanks to Nike's support. This project offers the opportunity to children who live in poor areas to attend dancing lessons.

The first district targetted was the shanty town called ZARABA which expanded during more than 50 years because of the rural migration.



This initiative will allow children from different social classes, sex, origin, ... to express their feelings, their talent while learning the rules of discipline and rigour necessary to practicing the art of dancing.

Urban Dance gives them the opportunity to meet and exchange with others, to get involved in an artistic and play activity, to dream and maybe, later, to fulfill their dreams by being professional dancers ... Why not ?

This project is not limited to the children, it concerns the whole community : the local authorities which have put a hall for the dancing classes at the project's disposal , the local population who takes profit from the created jobs (4).

As explained, this year we have worked in Zaraba but we are willing to reiterate this great experience in other areas in order to reach more and more children ...

## Bilan des 2 premiers mois : november and december 2006

Positive points	Negative points
<ul style="list-style-type: none"> <li>▪ Job creation :                             <ul style="list-style-type: none"> <li>• For 4 dancers from La Compagnie Salama</li> <li>• For 2 young men from Zaraba as educators</li> <li>• For 2 women from the same area as cleaning staff</li> </ul> </li> <li>▪ teaching discipline and punctuality to children</li> <li>▪ developing the will of the parents to send their children to dancing classes</li> <li>▪ reaching girls</li> <li>▪ great evolution of the children</li> <li>▪ the commitment of local authorities to the project</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some troubles in the beguining :                             <ul style="list-style-type: none"> <li>• Difficulty to find appropriate spaces for the courses</li> <li>• Misunderstanding of the project's objectives by the community</li> </ul> </li> <li>▪ difficulty to impose rules to children</li> <li>▪ big decrease in the number of children attending the classes.</li> </ul>



## PARTNERS

- **Nike Europe** : total financer of the project
- **la commune urbaine Ain Sebaa** : putting into our disposal of Larbi zaouli's Hall
- **No Problemo Agency**: filming the different steps of the project
- **SuperSport Stores** — Casablanca

## Choreographer :

- **La Contemporaine de Danse**