



Travel As You "FLYE", Dance & Party Your Way to Fitness

A new concept by FLYE Dance Fitness Ltd. ("FLYE") combines dance and musical genres from around the world to create a destination fitness party.

Hong Kong, SAR: FLYE will launch its first (of many) fitness parties at IRIS, Hong Kong's largest fitness festival with "FLYEing from Seoul to Rio de Janeiro Mash Up Ed." on 27 April 2019 from 7:10p.m. to 8:10p.m. at the Hong Kong Central Harbourfront. This first edition of FLYE will be an exhilarating 55-minute dance fitness party taking participants from Seoul with K-pop beats (in an intense HIT session) to Rio de Janeiro with batucadas to samba and Brazilian funk (for strength and conditioning). The session ends in a wild carnival party dance-off (Rio v São Paulo) with a live percussionist.

FLYE was created when a Chinese-Panamanian lawyer met a Sri Lankan-Australian physiotherapist and professional dancer at a salsa club in Hong Kong, and instantly bonded over their love for fitness and dancing. Having been raised in Panama to Chinese parents, Eliza has "rhythm in her blood" as she grew up dancing salsa, merengue, and reggaetón. Upekha, a Melbourne native of Sri-Lankan heritage, cultivated her affinity for music and movement whilst training as a competitive ballroom dancer, and a passion for health and fitness during her physiotherapy studies.

In describing their experience with dance and music, Upekha explains that:

"We love that feeling of freedom when dancing like no one is watching...at clubs, rooftops, bars (whether it is Hong Kong, Bali, Tokyo, and Paris) drenched in sweat, with big smiles and our hearts racing at 170 bmp)".

The convergence of distinct dance and music genres with a cultural backdrop created an endorphin high party experience (and incidental workout) that Eliza and Upekha were hooked on. Eliza explains why they came up with FLYE:

"We wanted to re-create that high of dancing our hearts out to tunes from different genres as an amazingly fun way to stay fit (and immersing in another culture). FLYE brings together culture, dance and music from far-away places to create an addictive fitness party."

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batucadas to samba and Brazilian funk (for strength and conditioning). The session ends in a wild carnival party dance-off with a live percussionist. No previous dancing experience is required to partake of this fitness party.

As exemplified by FLYE's first edition, Eliza and Upekha are innovating by bridging very distinct musical tastes and dance genres, much like their own multi-cultural, multilingual and diverse backgrounds and upbringing. They create a "destination" fitness experience by meticulously choreographing user-friendly moves from different dances (tap, samba, hip-hop, etc.) and carefully curating their music to combine diverging genres like K-pop reggaeton, jazz, and funk, for instance. They also include an interactive dance-off session to deliver an immersive party experience.

As a result, participants "FLYE" to exotic cities (Panama, Beirut, Delhi, Rio) with different dance styles, treat their ears to distinct musical genres, and partake as a team in a party dance-off. All this happens in a low-light club ambiance with sexy pink and purple beams (no unflattering fluorescent lighting here).

Aside from the fun, participants can experience real physical benefits. Drawing from her physiotherapy expertise, Upekha notes that:

"We have structured the choreography so that participants can develop their neuromuscular coordination as well as all those other benefits one can expect from a HIT session. A toning session is included so we can use time under tension principles to incorporate strength and conditioning to enable those deep postural muscles we need to stay strong and healthy."

After its anticipated launch at IRIS Hong Kong, FLYE will be hosting number of dance fitness parties in Asia. Eliza and Upekha are already planning future editions which include "Bolly-HOOD", FLYEing from Delhi (with Bollywood) to the Bronx (with Hip-Hop), for instance.

Eliza and Upekha invite you to "FLYE", dance, and party your way to fitness starting with their first edition at IRIS Hong Kong 2019.

For more information and future editions, follow FLYE on Instagram and Facebook:
@flyefitnesshk

FOR PRESS ENQUIRIES

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