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STUDENT DANCE CHALLENGE

#CunCunPra

Student Dance Challenge

Cimafunk's name refers to his heritage as a 'cimarrón,' Cubans of African descent who resisted and escaped slavery, as well as to the essence of his music that aims to subvert conventional sounds by innovating with rhythms. By bringing out the best in Cuban rhythms and traditions and infusing sounds and styles from Africa and the U.S., Cimafunk has created something unique and special, not only in terms of music but also with the values he stands for. Cimafunk prides himself on understanding his roots, celebrating his blackness and sharing his culture with others.

The **#CunCunPra Student Dance Challenge** is a way to connect with his younger fans, especially the students that discovered his music through Cun Cun Pra being incorporated in the **Locura de Marzo** and **Lococtubre** music video competitions. And, of course, to show appreciation for Cun Cun Pra winning the **Lococtubre** competition. It's also a light, fun way to share, study and celebrate different languages and cultures, something Cimafunk feels strongly about.

Have Fun!

Or, as Cimafunk, says: "¡goza!" We want this to be laid back and fun and all about the students having a good time. So be creative and let loose. We hope to see dance choreographies, students playing the music and singing, covers and all types of other creative performances. Let's have fun with it!



Challenge Guidelines

- ▶ Video performance of Cun Cun Pra (singing, dancing or performing in some way)
- ▶ Preference for 60 seconds or less (90 second maximum)
- ▶ Anyone can submit a video, but to be eligible to win it must be a video from a class at a school
 - It does not have to be all members of the class, but at least 4 people (students/teachers) from one class to be eligible
 - We encourage classrooms to do it collaboratively and only submit one video per classroom
- ▶ The video has to be posted to social media (IG, FB, Twitter or Tik Tok – or all 4), tagging CimaFunk and including these hashtags: #cuncunpra #cuncunprachallenge #cimafunk
 - It can be posted by multiple people or just one person. The more the better.
 - It should be posted on at least one public account.
 - We encourage you to tag all participants in each post.
 - The link to the video posted on social media should also be emailed to gabriela@terapiaproductions.com
 - This should be sent once on behalf of the class.
 - Please include school name, grade, teacher, location, etc.
- ▶ Videos will be accepted up until Friday, Jan 28.
- ▶ CimaFunk will share as many videos as possible via his social media channels as they come in (in stories and as reposts)
- ▶ CimaFunk and his band will judge the videos based on originality, creativity, positive energy, fun/funniness/funkiness and level of groove
- ▶ The top three winners will be announced on Friday, Feb 4 in a FB/IG Live
 - **Prize 1:** CimaFunk to visit the school/classroom
 - **Prize 2 & 3:** Surprise gifts to be announced later



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!Gracias!

Cimafunk and his team are very grateful to all the teachers and students for taking part in this challenge. We love sharing, learning about and celebrating culture and believe this is meaningful and fun!

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