



## **Press Release**

### **For Immediate Release**

#### **Marrakech, Morocco – Saturday November 12, 2016**

Professional dancers, young people, businesses, government representatives, and civil society from across the world are coming together as one this Saturday in a Flash Mob in the most iconic square in Marrakech, Jemaa El-Fna to call for a 100% shift to Renewable Energy.

More than 100 people will be dancing to the rhythm of Sting and Cheb Mami's "Desert Rose," and inviting the crowd to join the dance and the wider move towards a 100% renewable energy future. The performance is choreographed by Marakshi choreographer Taoufiq Izzeddiou.

The dance, which symbolizes unity, action and momentum that gathers different sectors of society towards the 100% is renewable energy goal, is organized by Climate Action Network (CAN), Dancing Without Borders (DWB), Moroccan Youth Forum on the sidelines of the UN climate talks, known as COP22, taking place in Marrakech, Morocco from 7 – 18 November, 2016.

"Morocco is an ideal location to launch Dance100%, where renewable energy is the cheapest, and growing fast, creating jobs and helping the economy," said CAN Executive Director Wael Hmaidan adding that Morocco reduced its energy costs to the lowest worldwide 2.7 cents per kilowatt-hour by shifting to renewables.

"We are harnessing the energy initiated by Morocco through the dancing bodies of a unified movement to send out a powerful call for a global shift to 100% renewable energy," Hmaidan said.

Poised to be the biggest public visual spectacle of COP22, the dance is the culmination of months of work by professional dancers from DWB and Moroccan Youth Forum.

"The dance is an invitation for all people to express the collective concern and longing for a world that is safer, more beautiful, and more just," said DWB leader and renowned ritual artist Magalie Bonneau-Marcil.

The dance tells the story of a child who opens his eyes to a vision of an apocalyptic future, he then finds a wind mill and is accompanied by his mother's protective presence symbolizing the resilience of the Earth and its solid capacity to provide constant hope for renewal and regeneration. The boy meets a high level negotiator and influencer in the climate talks and together lift up the wind mill representing renewable energy as the pathway to a brighter future.

"The performance illuminates the shock, pain, fear as well as the collective awakening imagination for something new, more alive and harmonious emerging from the impact of the climate crisis," said Bonneau-Marcil.

This dance will be filmed and featured in a short film to be launched in a high-level COP22 event organized by the Presidency and Climate Vulnerable Forum on the 15th of November.

The video will be posted shortly after on [www.dancefor100.org](http://www.dancefor100.org).

The film illustrates dancing scenes in different parts of Morocco, from the beauty of the Essaouira coastline and wind farms, to the colorful life of the Medina, to the breathtaking Sahara Desert.

The dance falls in the middle of the two-weeks climate talks. As tensions run high and the results of the American election of Donald Trump hang over the negotiations, this huge visual action seeks to remind UN negotiators of what is at stake in the climate crisis, and the urgent need to keep fossil fuels in the ground and work toward a 100% renewable future for the wellbeing of the future generations.

The dance embodies a diverse and wide movement. It sends a message that civil society, businesses, world governments, artists and youth will come together and form a resilient force in the face of any attempt to undermine the advancement achieved so far in the fight against climate change.

"Dance is one of the most powerful and universal means to unleash the renewable energy of the people across ages, cultures and borders. It has the potential to support a shift in consciousness towards a 100% renewable future that can benefit the health and wellbeing of humanity and of the world's economy, as the way to lift people from poverty into a better life. We hope this dance will inspire artists and dancers around the world to rise up to join the climate justice movement for a brighter future for all," said Bonneau-Marcil.

This project is funded by Canadian Embassy in Morocco.

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