



DANCEATHON

#21DAYSOFDANCE

January 2026

You can help us CHAMPION

**Everyday
Inclusion
Through
Dance**



**WE WANT
YOU!**

#21DOD





We are on a mission to get everyone dancing - weaving movement into everyday life so it becomes joyful, habitual and accessible to all.

On 1st March 2026 we launch the Danceathon: 21 days of dancing, movement and shared joy.

This is more than an event - it's a celebration of inclusion, creativity and community

Let's Move Together.

#21DOD

What is the Danceathon?

21 days of dancing, movement, and shared joy - starting March 2026.

Led by a variety of Down's syndrome and inclusive dance partners in the North of England, it celebrates the health benefits of moving every day and creating space for everyone to take part.

The Danceathon raises vital funds for charities making movement more accessible. Because everyone deserves the chance to dance.



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Our Aims

- 1. A dance a day for 21 days**- we want music and movement to be a regular part of daily schedules in work/care/school settings. The emphasis will be on how dancing makes you feel and not on what it looks like – there are no ‘wrong’ moves.
- 2. Celebrate inclusion** – we want to showcase that people with difference/disability can have the opportunity to dance and move- to show that dancing is for everyone. In this [video](#) Claire, one of the NW dance leaders talks about why she loves being part of an inclusive dance class in Lancaster.
- 3. Create more opportunities for children to learn and people to dance together** by raising funds for dance groups that provide inclusive classes and for Down Syndrome charities that are working with schools to enable children to thrive.



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What we are building

We're building a **21-day celebration of movement, inclusion, and joy including:**

- 1. Daily Invitations to Move** — 21 short videos created by people of all ages and abilities, each sharing their love of dance and a personal prompt to inspire others to move in their own way. Co-designed with specialist dance artist **George Adams** and dance groups across the North West.
- 2. Inclusive Video Library** — A vibrant showcase of local dance organisations, celebrating diversity in movement and giving everyone simple ways to join in, no matter their style, ability, or experience.
- 3. Collaborative Leadership** — Led by Down's syndrome groups in partnership with national and regional inclusive dance organisations, ensuring the Danceathon reflects lived experience and creativity at every step.
- 4. Sustainability & Impact** — Opportunities for individual and corporate sponsorship to raise awareness and vital funds for Down's syndrome and disability charities, building a lasting Danceathon legacy.

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Dance Ambassadors

We're building the social media campaign now...and
we're looking for people from all walks of life who
care about our mission

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Can you champion our event?



Are you a local leader?

OR

**Do you manage a service or a community
group?**

OR

**Do you work in a care home or an education
setting?**

Our community reporters want to talk to you about...

- Your Pledge - will you join us for 21 days and do a dance a day?
- How you will dance as part of your working day? or home life?
- Your ideas about how to make it easier for people to dance at work/at school/at home

Dance Ambassadors

Contact Debs Thompson (chair of North Lancashire Down Syndrome Group) to sign up as an ambassador:

email danceathon@eastlancsds.com

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Event Timeline

January 26

Send out sponsorship pack/engagement flyers partners

Engage S/M/L businesses and organisations across the NW to sponsor the Danceathon

Engage Dance groups/charities to produce Dance Videos for the You Tube Channel

Build up Social Media Content- utilise existing content and hashtag

10-day Event Launch
Count Down

February 26

1st – 21st March 26

LAUNCH

Event Live- Ongoing social media Communications and engagement

How to Get involved

Sign Up to our newsletter -

to join the Danceathon and receive your daily invitations to move and access to the inclusive video library.

Inspire your friends/colleagues

Encourage participants to take part and share their dancing! Post photos and videos on social media using @danceathon_21DaysOfDance to inspire others and celebrate inclusion.

Raise Funds

Visit our fundraising.page to explore ways to raise money for Down's syndrome charities (or a charity of your choice) while moving together. Every step and every dance helps make a difference!

Our Inspiration

A range of inclusive dance classes across the North West bring joy, connection and positively improve mental and physical health.

That's why we know 'a dance a day' has the power to truly transform our health. Remembering that dancing is how it makes you feel rather than how it looks - there are no wrong moves!

We know the best way to start new habits is to make it part of your routine, start small and make it easy. So, we're working with health and wellbeing leads in work, school and residential settings to make dance part of their routines! This danceathon will celebrate inclusion!



[Listen to Claire talk about why inclusive dance matters....](#)

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Celebrating Together



DAY8: Sunday 8th March

We're joining Angela Ripon OBE and people across the country for the national day of dance. We're encouraging people to join a local in person dance event.

#Let'sDance is about encouraging everyone to dance, of all ages, for the joy and health and well-being benefits

Celebrating Together



Day 21: Saturday 21st March

We will celebrate World Down Syndrome Day on the last day of the challenge with people across the globe!

How will we do it?

The Danceathon is the result of partnerships and collaboration across the North West of England. We brought together Down's syndrome support groups, inclusive dance organisations, five Active Partnerships, and Public Health teams to co-design the event.

Working with the Down Syndrome Association we're sharing our video content widely, so individuals and communities everywhere can join in and experience inclusive dance.

Inclusivity is at the heart of everything we do.

- Every video and invitation is designed to be welcoming for **all ages and abilities**.
- We celebrate **individual styles** — there are no wrong moves.
- Our programme features a **diverse range of music, dance styles, and accessible instructions**, giving everyone the chance to move in their own way.
- We are working with schools, workplaces, and residential settings to foster a **positive, inclusive culture**, ensuring that everyone feels invited to take part



Why it matters?

A “dance a day” can transform health, wellbeing, and connection. Dance science and psychology show that **regular movement improves mood, memory, and social connection**, especially in group or improvisational settings.

Research confirms the power of creative arts and movement:

- A 2023 study by University College London found that **just 30 minutes of creative activity a day can reduce anxiety and boost life satisfaction**.
- The World Health Organization reports that **arts-based interventions can help prevent illness, support mental health, and treat chronic conditions across the life-course**.

THANK YOU!



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