

Noggin and Ailey Launch *Dance Squad* to Introduce Children to Dance and Different Cultures



New York, NY – May 1, 2023 - Noggin, [Nickelodeon](#)'s interactive learning platform, announced today the launch of [Dance Squad with Ailey](#), an on-demand video dance class for young children (ages two to seven) developed in partnership with the Ailey organization. The six-episode series introduces kids to dance, celebrates different cultures and encourages self-expression.

During May, which celebrates National Physical Fitness and Sports Month and Mental Health Awareness Month, parents can teach their kids to be more aware of their bodies and their feelings through *Dance Squad*. As the show's host and Ailey instructor Keith Alexander says, "Movement has meaning when you dance how you're feeling." Not only do kids benefit from a physical perspective – helping with strength, balance, flexibility, coordination and physical activity – but it delves deeper into social and emotional skills, helping kids learn more about themselves through self-expression and exploring their interests.



Each 10-minute episode of *Dance Squad* focuses on a different genre of dance: hip hop, ballet, Horton, Latin fusion, jazz, and West African. Children will learn moves from each style, culminating in a complete routine. An accompanying short delves into the origins of each music genre. Host Keith Alexander is joined by DJ Rubble (PAW Patrol), a dancing dinosaur named Boogie, and several students. The first episode, titled “Dance Hip Hop!” will be available for free on the [Noggin YouTube channel](#) in tandem with the show’s premiere on May 1.

“Ailey uses dance performances, classes and community programs to inspire, enlighten and entertain all ages and backgrounds. We are excited to partner with the team at Noggin to take our in-studio classes to on-demand video so that young people nationwide can join in the dance whenever and wherever they want,” said Lisa Johnson-Willingham, Director of Ailey Extension.

“Dance is a powerful vehicle to stimulate young children’s movement and self-expression,” said Michael H. Levine, Ph.D., Noggin’s Senior Vice President for Learning and Impact. “Alvin Ailey’s mission of dance for everybody also perfectly aligns with Noggin’s “whole-child” learning approach. We are delighted to partner with this esteemed institution to create *Dance Squad with Ailey*.”

Inspiring kids to be ready for learning and life, Noggin adds the Ailey organization to its growing list of world-renowned partners including NASA, The Metropolitan Museum of Art and Breathe for Change. Backed by research, Noggin’s educational approach is designed to build children’s math, literacy and wellness skills while developing their curiosity and social and emotional learning.

About Noggin:

Designed for kids aged 2 to 7, Noggin is Nickelodeon’s personalized, interactive learning platform developed by education experts and starring your child’s favorite Nick Jr. characters. Kids learn important skills for school and life as they play on Noggin – engaging with an ever-expanding library of books, learning games, activities, exclusive shorts, plus 1,000+ ad-free episodes of popular series, like *PAW Patrol*, *Peppa Pig*, and *Blue’s Clues & You!* Backed by research, Noggin’s specialized educational approach is designed to build your child’s math, literacy, and wellness skills while developing their curiosity and social and emotional learning. Inspire your kids to learn, explore, and grow with Noggin – join Noggin today by downloading the app or subscribe at www.noggin.com.

About the Ailey organization:

In accordance with groundbreaking choreographer Alvin Ailey’s dictum that “dance is for everybody,” the Ailey organization offers dance performances, training and education and community programs that use the American modern dance tradition and the beauty of the African American heritage and other cultures to enlighten, unite and inspire all people. Alvin Ailey American Dance Theater, recognized by U.S. Congressional resolution as a vital American “Cultural Ambassador to the World,” grew from a now-fabled March 1958 performance in New York that changed forever the perception of

American dance. Today, under the leadership of artistic director, [Robert Battle](#), the Company continues Mr. Ailey's mission by presenting important works of the past and commissioning new ones. The Ailey organization also includes Ailey II (1974), a second performing company of emerging young dancers and innovative choreographers; The Ailey School (1969), one of the most extensive dance training programs in the world; Ailey Arts in Education & Community Programs, which brings dance into the classrooms, communities, and lives of people of all ages; and Ailey Extension (2005), a program offering dance and fitness classes to the general public, which began with the opening of Ailey's permanent home—the largest building dedicated to dance in New York City, the dance capital of the world—named The Joan Weill Center for Dance, at 55th Street at 9th Avenue in New York City. For more information, visit www.alvinailey.org.

CONTACTS:

Noggin PR:

Brian Sommer

NogginPR@Paramount.com

Ailey organization PR:

Esther Akutekha

EAkutekha@alvinailey.org