

'Born To Dance' Begins Principal Photography

By Sydney Levine | Sydneys Buzz

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Dir. Tammy Davis during the first day of shooting.

Leading sales agent Cinema Management Group (CMG) has announced that "[Born To Dance](#)," a fresh take on the hip hop dance genre, began shooting on Monday in Auckland, New Zealand.

The feature is choreographed by eight-time World Hip Hop Championships winner Parris Goebel, a faculty member of Monsters of Hip Hop, and recent star in her own right of "[Step Up All In](#)."

U.S. bombshell [Kherington Payne](#) plays Sasha, the female lead in the multi-million dollar feature. Kherington was propelled to fame with her top ten placing in the hit US reality show So You Think You Can Dance, which led to a principal role as Alice in the 2009 remake of feature film "**Fame**." She was also the lead in E! Networks docu-drama The Dance Scene, and was a principal dancer for Katy Perry's Teenage Dream tour.

"**Born To Dance**" is a coming of age tale told through the eyes of 'Tu', an ambitious young man from Auckland who dreams of being a professional hip hop dancer. When he is invited to audition for the best crew in the country, and meets their leading lady Sasha, his dreams begin to turn to reality.

Australasian superstar [Stan Walker](#) will play the role of Benjy, Tu's best friend. Walker shot to fame when he won the first season of Australian Idol and has since cemented his stardom with multiple platinum albums, appearing as a judge on The X Factor New Zealand, and a leading role in the 2013 feature film "**Mt Zion**."

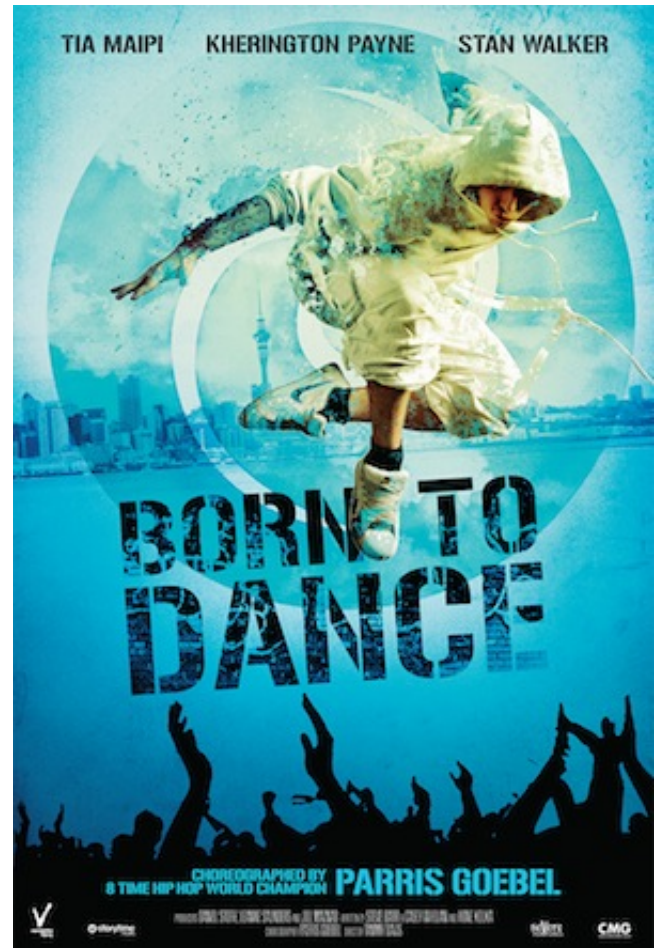
[Tammy Davis](#) will direct, following from his award-winning shorts "**Ebony Society**" and "**Sonny, My Older Brother**." New discovery Tia Maipi, a member of world championship hip hop crew The Royal Family, will take on his first major acting role playing Tu.

Peter Jackson's Park Road Post are the post-production partner, while Vendetta Films will distribute in Aus/NZ. Edward Noeltner's Cinema Management Group begin world sales at the upcoming AFM. Noeltner says:

"We are very excited to be selling this high energy, exotic and incredibly choreographed film to the buyers at AFM. We are confident this will pick up where the Step Up franchise left off, and we see this as the next international music and dance sensation with terrific worldwide box office potential."

About CMG

CMG, which is celebrating its 10th anniversary this year, has firmly established itself as one of the leading international sales companies. Recent successes include the 3D animated feature "**Zambezia**," which saw its international box office climb to over USD \$37million. Other properties handled by CMG which have had #1 openings internationally include "**Khumba**" and this holiday season's 3D animated feature "**Saving Santa**." For more information, visit www.cinemamanagementgroup.com



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