

The Dance Yourself Fit™ Effect to Premiere at Odeon Cinema, Naas, County Kildare, Ireland on 27 November 2025.

Monday 24 November, 2025

Dance Yourself Fit™ announces the premiere of its documentary, “The Dance Yourself Fit™ Effect,” taking place at the Odeon Cinema in Naas, County Kildare, Ireland. The film brings together the stories, experiences, and emotional journeys that define the Dance Yourself Fit™ movement, offering viewers an intimate look at the transformations sparked by the power of dance, community, and wellbeing.

Dance Yourself Fit™ reflects the full spectrum of change that members experience — physical, mental, and emotional. Participants often speak about renewed confidence, improved energy, stronger mindsets, meaningful friendships, and a rediscovered sense of joy. These personal journeys collectively express the deeper purpose of Dance Yourself Fit: a belief that movement is medicine and that passion for dance can create profound, real-life change.

“I often speak about the impact Dance Yourself Fit has made on many people’s lives, but I felt it would be even more important to show it. That is the purpose of this documentary in the hope to inspire and motivate others to enjoy all the benefits dancing has to offer. Dance can be fun, transformative, and completely life-changing in so many ways, so instead of telling people what it can do, we wanted to show it through real stories, real community, and real moments. We hope the documentary demonstrates exactly that.”

— Niall Newman, Founder, Dance Yourself Fit™

“DYF is more than a dance community. Working with Niall and his team for the last number of years, it’s hard to describe the beauty and authenticity of the work they do. The story of DYF is a story of passion, determination, and transformation. But it’s also about love and family. Learning about the work that Niall and his team do and also learning about the members within the DYF community, you can’t help but find joy and a new passion for life when you’re amongst them.”

— Kamal Ibrahim, Director & Producer

“This documentary is more than just a celebration of movement—it’s about capturing the moments when ordinary people step into extraordinary change. Through every candid conversation and unscripted breakthrough, we reveal a community whose heart beats with energy, resilience, and joy. Filmmaking isn’t just about pointing a camera—it’s about listening, connecting, and honouring the stories that make Dance Yourself Fit a genuine movement for transformation.”

— Grace Cotter, Post-Production Lead

The premiere will welcome an invite-only audience of community members, teachers, and contributors. Following the screening, guests will gather for an exclusive afterparty to celebrate the documentary and the people who helped bring it to life.

ABOUT THE DOCUMENTARY

The Dance Yourself Fit™ Effect offers an intimate look at the programme’s beginnings and its growth into a vibrant community, drawing on personal moments, shared experiences, and significant milestones. It brings forward the authentic voices of members and teachers, highlighting the joy, connection, and real-life transformation that movement can inspire. The film explores themes of well-being, resilience, discipline, identity, and the collective power of community.

PRODUCTION

The documentary is produced by Dance Yourself Fit™ in partnership with Giant Studios, with post-production by Spot On Productions, a leading post-production house based in Ireland.

Executive Producer — Niall Newman, Founder, Dance Yourself Fit™

Niall is a former international dance sports competitor who travelled the world performing, coaching, and

Media:



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adjudicating at the highest level. His career spans nearly 30 years of high-performance coaching, shaped by his work alongside some of the most respected figures in the personal development and self-improvement space. His creative vision and deep understanding of transformation play a central role in the storytelling and purpose behind the documentary.

Director & Producer — Kamal Ibrahim, Giant Studios

Kamal is a producer, director and founder of Giant Studios and has been working in the film and television industry for over a decade with some notable productions including feature films 'South' 2015, 'Release' 2016 and the documentary 'Breaking Ice' 2020, which he co-produced. Other productions include 'Miss Nigeria & Me', a co-production which was televised for RTE in 2017.

Associate Producer - Filipe Soldi, Giant Studios

Filipe is an award-winning video professional with over a decade of international experience across seven countries. Specialising in post-production, directing, and videography, he brings a refined visual eye and strong storytelling instinct to every project. His background as a musician adds rhythmic and emotional depth to his work, which includes content for global brands such as Audi, Google, Diageo, Unilever, Now TV, and Heineken.

Post-Production Lead — Grace Cotter, Spot On Productions

A versatile creative producer and post-production supervisor, Grace brings expertise across documentary, broadcast, animation, and commercial storytelling. Her work includes Castro's Spies, BP Fallon, Who Built Ireland, Identity Swap, and the animated series Puffin Rock.

She has collaborated with artists such as Dermot Kennedy, Niall Horan, Kodakline, and Hozier, and delivered commercial content for major brands including Universal Music, Heineken, L'Oréal, Diageo, Coca-Cola, and RTÉ.

Lead Editor — Fiona Graham, Spot On Productions

Fiona is an award-winning, multi-disciplined Director of Photography with over 15 years of experience on a wide range of audiovisual projects, including TV, feature films, documentaries, advertisements and music videos. Her acclaimed work includes Heyday: The Mic Christopher Story, Henry McCullough, The Butterfly Diaries, The Forgotten War, Vikings: Valhalla, and Red Rock. Her imagery has also appeared in The Guardian, Die Welt, and Stern.

ABOUT DANCE YOURSELF FIT™

Dance Yourself Fit™ was born from a love of dance and a passion for inspiring adults of all ages and fitness levels to enjoy all the benefits movement can offer. More than a class, DYF is a lifestyle that brings fun, energy, and the feel-good factor into working out — supporting thousands of people in 150 locations across Ireland, the UK, and online around the globe through real-life transformations in confidence, health, and wellbeing.

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