

FOR IMMEDIATE RELEASE

Media Contact

Frederick Folkes
Old Men Grooving Entertainment
<http://oldmengrooving.net>
+44 (0) 7490 863757

Old Men Grooving Launches New Website to Make Dad Dancing Cool

LONDON – June 2, 2016 – Old Men Grooving, also known as “OMG,” the Finalists from the 2015 season of “Britain’s Got Talent,” announced today that it has launched a new website, oldmengrooving.net. The site offers visitors videos and information about the act. The goal of the site is to help make “dad dancing” cool.

“We have a passion for performing,” said a spokesperson for Old Men Grooving Entertainment. “We believe we can bring happiness to countless people through our dance and entertainment shows. We’re making dad dancing cool, whether you approve or not!”

The 5-man group has garnered over 27 million views on YouTube from their original audition last year. The audition video actually has over 190 million views worldwide on various channels. Fresh from a celebrity-based performance at Britain's Got Talent, OMG has partnered with winners and finalists from the last 10 years to make a performance to be remembered.

The site launch coincides with the publication of a new, free ebook called “10 Things You Must Never Do If You Want To Be A Cool Dancer.” <http://oldmengrooving.net> also contains information for booking OMG, additional videos, links to the group’s Instagram account and more.

The group formed in 2014 in response to an ad from Sainsbury's, which was looking for dancers for a television commercial for its Christmas jumpers. Old Men Grooving then auditioned “Britain's Got Talent.” They received four “yes” votes from their audition, with Simon Cowell commenting, “A lot of dance acts I get bored rigid by, but I could watch you guys all night.”

For more information, visit oldmengrooving.net.

END

###