

Published November 28th, 2018

Dance for Kindness international flash mob spreads joy in Moraga

By Jenn Freedman



Photo provided

Approximately 50,000 dancers across 100 cities in 40 countries danced to the same song with the same choreography on Sunday, Nov. 11 - with 200 of those participants dancing right here in Moraga. The Dance for Kindness is an international event, founded seven years ago by Life Vest Inside (based in New York City) in celebration of World Kindness Day. For the past five years, Justin Cole, co-founder of local dance company Joy in Motion, has been involved in the event in various roles, from dance leader to group leader to choreographer. This year he led the community in the freeze mob and flash mob outside his new Moraga studio on School Street.

Even the smoky air couldn't keep the enthusiastic dancers inside; they danced in the studio's parking lot to a packed crowd of proud onlookers.

This year, the global impact of Dance for Kindness is greater than ever: Life Vest Inside is donating 10 percent of each city's overall fundraising to a local nonprofit chosen by the city's group leader. Cole's choice was Luna Dance Institute in Berkeley, renowned in early childhood education for dance. Four teachers at Joy in Motion have taken the institute's training classes.

Cole explained why Dance for Kindness is so important to him personally: "It was one of the catalysts for helping me make the decision to co-found my own dance organization. ... I realized I wanted to spread more joy and kindness into the world and ... in our community. What is crazy is, once I did, so much opportunity and positive light started shining upon me.

"My favorite part is seeing everyone come together for good. Each year it seems like there is something horrible happening ... this year it was the fire ... and it's a much needed day for the community to come together and choose to spread love, kindness and joy. Regardless of our differences, kindness is universal, just like dance. That is why I do it year after year."

For more information about the event, visit www.danceforkindness.com.

Reach the reporter at: info@lamorindaweekly.com

[back](#)

Copyright © Lamorinda Weekly, Moraga CA