****

**Press Release**

**20 February 2017**

**Get the Friday Night Fever at powerBall 2017**

Save the date- powerBall 2017 is back for another extraordinary night which will recapture the 70s classics and get everyone in the spirit of Friday Night Fever.

This year’s powerBall promises to be the most colourful and unforgettable experience which will get your feet moving all night long to its 70’s disco theme of Friday Night Fever. In 30 mood-shifting, tempo-changing minutes, powerBall 2017 will bring New York City to life in a dance explosion of hot-stepping, glitter ball spinning action.

Guests on the night will be infused by a blistering soundtrack of hits including Stayin’ Alive, Night Fever, If I Can’t Have You and More Than a Woman, while witnessing some classic moves as 12 talented young dancers recreate the 70’s phenomenon of Saturday Night Fever.

The disco-themed event will also recreate the spirit of those boogie days with a fantastic new band Madhen, who will have your hips swinging and your disco shoes spinning to some of this era’s greatest tracks and DJ Laura will see you hot-stepping until the early hours.

Have you got the Friday Night Fever? We are very excited to present a one-off very special and unique opportunity to take part in your very own Strictly powerBall experience. You could be in with a chance to become a Disco Divo or a Fever Diva. One lucky male and female bidder will each have the opportunity to rehearse one number with the X Factor and Britain’s Got Talent choreographer, Nikki Trow. You will get in to full 70’s costume and will have the ultimate experience of performing live on stage with a professional dancer at powerBall. You can bid to take part in this amazing experience via the auction page on the official powerBall website prior to the event and be in with a chance of winning your place for Strictly powerBall.

Managing Director, Tessa Ogle says: “powerBall is one of the biggest and most prestigious events in the electrical industry which brings hundreds of industry professionals under one roof for the most unforgettable night of the year.

“This year powerBall will recreate the iconic 70s dance extravaganza with its Friday Night Fever theme and will bring everyone together for another memorable evening. We are looking forward to seeing everyone at this year’s most electrifying night in the industry’s calendar.”

powerBall 2017 is taking place on Friday 10 November at Grosvenor House Hotel, London.

To book your place or for further information, please contact Vicky Gray: vicky.gray@electricalcharity.org

[www.eictradingco.org](http://www.eictradingco.org)

**Note to editors**

powerBall 2017 is being run by The Electrical Industries Trading Company Limited which is a wholly owned subsidiary of the Electrical Industries Charity.

The Electrical Industries Charity is the national charity for the electrical, electronics and energy industries. It aims to look after people from these industries whenever they or their families need help with life’s challenges.

The charitable services are available to anyone who currently works or has worked in the very diverse and often converging industries, such as:

* Electrical contracting and facilities management
* Electrical and electronic manufacturing, wholesale, distribution and retail
* Electrical and mechanical engineering
* Lighting industry
* Generation, distribution and supply of electrical power, including nuclear and renewable energy

[www.electricalcharity.org](http://www.electricalcharity.org)

For further information about powerBall 2017 please contact Keystone Communications:

Monika Gaubyte

Tel: 01733 294524

Email: [monika@keystonecomms.co.uk](mailto:tracey@keystonecomms.co.uk)

Tracey Rushton-Thorpe

Tel: 01733 294524

Email: [tracey@keystonecomms.co.uk](mailto:tracey@keystonecomms.co.uk)