

SIMRIN PLAYER

Simrin Player Reunites with Justin Bieber in Latest Video

Actress/Dancer Simrin Player appears with Justin Bieber in his title video - Purpose (PURPOSE : The Movement) six years after working with him on “Somebody to Love”

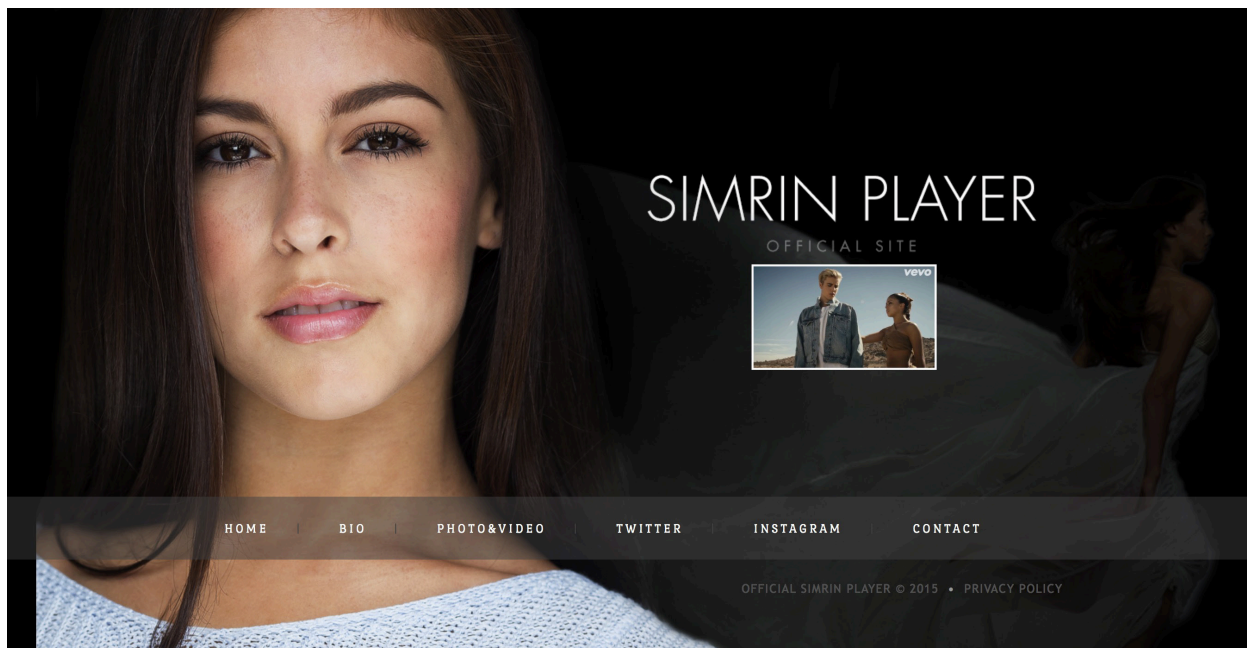
Studio City, California - November 16, 2015

CONTACT:

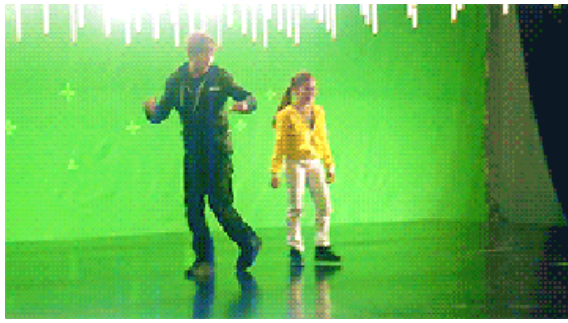
Hi-Hat Productions
info@hihatproductions.com
818-452-9325

<http://www.simrinplayer.com>
<https://twitter.com/simrinplayer>
<https://instagram.com/simrinplayerofficial/>

FOR IMMEDIATE RELEASE



Simrin Player has been reunited with Justin Bieber in his latest and title video “Purpose (PURPOSE : The Movement) Video”. Simrin Player, an acclaimed, award winning dancer and actress, first appeared in Justin Bieber’s “Somebody to Love” video when she was eleven-years-old. She was immediately spotted as an up-and-coming dancer with a huge personality. Simrin went on to tour with Justin Bieber during his My World 2.0 U.K. Tour. And since then she has appeared in many films, videos, TV shows and live appearances.



Simrin Player and Justin Bieber on the set of "Somebody to Love"



Simrin Player and Justin Bieber on the set of "Purpose (PURPOSE : The Movement)"

On Saturday, November 14th Justin Bieber released "Purpose (PURPOSE : The Movement) Video" (<https://www.youtube.com/watch?v=Ca1i6DZC3iY>) in which Simrin performs alongside Justin through much of the video. During the shoot the two discussed the last time they worked together and how much has changed since then. Simrin commented that: "Justin was just as nice and professional as he was when we first met six years ago. We laughed and reminisced about how much each of us has changed, yet remained the same. It was such a pleasure to work with Justin and his team again."

Simrin C. Player was born in Salt Lake City, Utah in 1998. At age three, Simrin began training as a dancer. She and her family moved to Phoenix, Arizona in 2002. She has trained in many different styles of dance and acting.

Simrin's professional career began when she was discovered battling at a B-boy/B-girl battle in 2007 at the age of nine. This led to an invitation to audition with Hi-Hat, one of the entertainment industry's leading choreographers and visionaries. Simrin privately auditioned with Hi-Hat for Vh1's Hip Hop Honors Award Show honoring hip hop sensation Missy Elliot. She impressed Hi-Hat during the audition and thus appeared on television for the first time. Since then, Simrin has gone on to work with other popular and well noted entertainers including Justin Bieber, Miley Cyrus, Selena Gomez, Shakira, Will and Willow Smith, Christina Aguilera, Pitbull, Kevin Hart, Timbaland, Katie Holmes, and Adam Sandler to name a few.

http://www.simrinplayer.com/pdfs/simrin_resume.pdf



Simrin Player has an impressive and devoted following. She sees an average 25% jump in fan statistics every quarter since 2009. She has numerous fan blogs and and even fan fiction devotees.

Below are some statistics to demonstrate:

YouTube Views	11,384,685
Instagram Subscribers	58,200
Twitter Followers	16,400
YouTube Subscribers	21,423
Average Views/Video	35,000
Web Site Visitors	696,544
Webcast Views	4,601

Simrin was asked to perform with Willow Smith and Justin Bieber's U.K. Tour. She performed every night in front of thousands of people in sold-out arenas throughout the United Kingdom. Simrin has built a substantial resume that includes performances in ABC's "Bunheads", Disney's "Step Up 3D", NBC's "The Voice", The Oprah Winfrey Show, The Ellen Degeneres Show, Nickelodeon's Season 2 of "The Fresh Beat Band" (as Jr. Kiki), and the feature film "Jack and Jill", starring Adam Sandler. She has performed for MTV, the Kid's Choice Awards, the VH1 Hip Hop Honors Awards, the White House, and more. Simrin has appeared in music videos for Justin Bieber's "Somebody to Love", Willow Smith's "Whip My Hair", "Twenty-first Century Girl" and "Fireball", Shakira's "This Time for Africa", and more. She has appeared in print, movie and television commercials including an extensive Sears Back-to-School campaign with Selena Gomez. Simrin distinguishes herself from her peers through her commitment to achieve perfection in all aspects of her work.

For further information, please contact:

Hi-Hat Productions
 info@hihatproductions.com
 818-452-9325

APPENDIX A: Quotes from Simrin Player

IN SIMRIN'S WORDS...

I've been blessed and fortunate to work with many talented artists in my career. But, some experiences are surreal beyond measure, they inspire me to continue to work hard, and validate and confirm my journey or "Purpose" in this life.

Working with Justin Bieber on various projects throughout my dance career have been some of the most monumental experiences for me. A couple of weeks ago, my mom said that she had received a message from Cyndi Dumo, inviting me to audition for a project that would be choreographed by Parris Goebel. However, they couldn't release the name of the artist. So basically, I had no idea that the project was for Justin Bieber.

So flashback to when I was 11 years old, I worked as a dancer for Justin on numerous projects, including his Somebody to Love music video, the MTV Video Music Awards, and his My World 2.0 European Tour. The U.K. Tour is undoubtedly one of my most memorable experiences to date. Being able to travel across the U.K. at such a young age and perform for crowds of 20,000 people is indescribable. Since then, I have often wondered if I would get another opportunity to work with Justin again. So when I received the news that Justin was the artist that I had auditioned for, I was thrilled beyond words and could not wait to see him again. I was also extremely excited to have the opportunity to work with one of my dance idols, Parris Goebel. I had taken a class from Parris years ago, and have been a huge fan of her choreography. She is insanely inspiring and talented.

The Purpose music video was shot in a California desert. I traveled with another dancer and close friend from Arizona, Taylor Knight, the day before the shoot. We had to be to set very early the following morning. I wondered if Justin would remember me because I have changed a lot since I had last seen him. Eager does not even begin to describe how I felt! When Justin arrived, I was nervous and thrilled at the same time. And to my delight, he remembered me without me having to reintroduce myself, even though I was a little peanut back then haha!!

It's been awesome to see Justin's development over the years; and also it's completely amazing to see that he still possesses the same characteristics he had years ago. Just like in the good ole days, Justin is so fun to be around, and he makes working on set enjoyable, especially with his sense of humor.

One of my most memorable moments on the set of Purpose was when Justin told me that I was an amazing dancer. It feels pretty incredible to have someone like him extend you a compliment. It also says something about him... that despite the fact that he is one of the world's biggest superstars, he is remarkably personable and kind. His words and his music are reassurance to me that all of the hard work I have poured into my craft is for a purpose. Although sometimes life seems to feel overwhelming with work, pressure, challenges, etc., I will never give up on my dreams and I can't wait for what the future holds.

Another memorable moment on the set of Purpose was when Scooter Braun, his manager, brought up our dance battle from years ago. In between takes for the music video Somebody to Love, Scooter challenged me to a battle with Justin serving as MC. Still to this day, Scooter insists he won, but I suggest you look it up on YouTube and check it out yourself, hahaha!

As we were shooting the music video, Parris gave us artistic freedom to express the emotions of the song. Her direction for our dancing was to essentially convey that Justin was giving us purpose in life and that we needed to express how much we needed him. Interacting and dancing around Justin was very natural and comfortable. He was open to everything and encouraged us to dance close to him. The video shoot was completed in around four hours. Everything went extremely smooth. The atmosphere was completely beautiful and really felt magical. I left the shoot incredibly inspired. From the moment we wrapped the shoot, I knew that this music video was exceedingly special.

As I attended the concert at the Staples Center the night before he released the album Purpose, I waited with eager anticipation to see all of the music videos (including Purpose) on the album for the first time on the Jumbotron. As a dancer, every single piece was amazing to watch. Each one is very artistic, unique, and full of emotion. Words cannot describe how extraordinary it felt to watch Purpose. Everyone's reaction to the short film just validated how special it really is. I am so proud to have the opportunity and privilege to be a part of this piece. Performing the title song of Justin's album has truly been an honor and a blessing. And once again, I find myself wondering and hoping if I will have the pleasure of working with Justin again. 😊