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Harlem Shake catches the public's attention

Almost 200,000 people have now viewed a 'Harlem Shake' by Northumbria University students.

Over two hundred Northumbria students gathered to take part in a Harlem Shake – the latest global viral video craze.

The Harlem Shake is a dance move from the 1980s which has seen a huge surge in popularity in recent weeks. It shows one person dancing crazily in a room full of disinterested people, before everyone joins in wearing

outlandish costumes.

The students helped to make Northumbria become one of the UK's first universities to take part in the online phenomenon which they filmed to broadcast on YouTube.

The video is proving so popular that YouTube has featured it on its global homepage.

The event was the brainchild of student reps Steven Mullaghan and Mussie Ali.

Steven explained: "We wanted to do this for the fun of it. At the same time, it also raises awareness of Northumbria's brand and shows what an innovative and creative university we are and hopefully prospective students will see it and realise what a dynamic place this is."

Harlem Shake videos have received over 44 million views on YouTube during February.

To view Northumbria's Harlem Shake, [click here](#).

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If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

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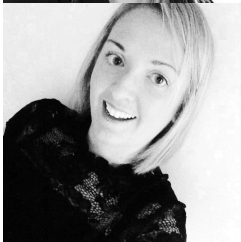
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