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JDJ Entertainment has dedicated a division to bringing the biggest school dances to Northern Virginia schools.

# A dance revolution

## Firm focuses on bringing fun to Va. school dances

BY BENNIE SCARTON JR.  
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A Gainesville firm is rapidly gaining fame as full-time teen-dance specialists.

John Caniford, president of JJDJ Entertainment, has dedicated a division of his company to bringing the biggest school dances to Northern Virginia schools.

Schools that have hired him have praised the “wonderful, flawless and professional” job he has done.

“Each year, we produce mini ‘Tours,’ with the showcase being our ‘Prom Tours’ where we literally are doing several proms a week for schools around this area. We bring out the big concert-style lighting with 30- to 40-foot light rigs. We bring

out extra sound to give the dances a concert sound,” he said.

Caniford said his DJs specialize in today’s music, knowing when and where to mix in and out of songs, creating a seamless “masterpiece” for the dances.

“I remember going back to when I was in high school — we never showed up on time for our school dances, and we always left early. There wasn’t anything special or unique about them. It was just another DJ playing one song right after the next. I don’t even remember if they had lights, and if they did, they were minimal and didn’t



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leave an impact,” Caniford said.

He decided his company would transform the standards for school dances.

“We wanted to change how students feel about their school dances. We started a focus group of teachers, administrators and students to find out how we could improve school dances and make them more enjoyable and entertaining for students. We are always bringing out new elements to make the next event bigger and better,” he said.

He said the Prom Tours utilize concert- and touring-grade equipment, bringing the biggest lighting and audio rigs to the school.

“Our lighting is programmed to create perfectly choreographed timelines to the music. The sound system is the heartbeat of our tours. When the bass line kicks off the hottest hit of the year, the student will be sure to feel it. We have taken the school dance from the ‘norm’ to a true high energy event.”

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