



AUGUST '23

SUNNY IN THE SPOTLIGHT

She's been profiled by the Today Show, Access Hollywood, Real Sports with Bryant Gumbel, ABC Nightline, ESPN, Sports Illustrated, and more.



FACES IN THE CROWD

SUNNY CHOI
Bronx, N.Y.
Born: Aug. 10, 1983
Profession: Breakdancer
Hometown: Bronx, N.Y.
Olympic tryout: Westin Park, N.Y.

THERE WAS A MOMENT when Sunny Choi stood upon an overlook at the Olympic Training Center in Colorado Springs in January, gazing across the Rocky Mountains. She had just completed, and it hit her, "Oh, this is real." Choi walls. "It's quite my job. I'm doing this full time. I've always been a part of my entire life for this." Choi, 24, isn't the day job as a global operations director at Fender. Leader to country to breakdancing, a career that will make its Olympic debut at the 2024 Paris Games. She's on her way to qualification. In May, Choi won the U.S. national championships and took silver at the Pan American Championships in Santiago, Chile. Away from the catwalk and surfaces and city streets from which breakdancing has sprung, Choi has learned how to express herself through footwork and floor moves. Choi always wears a wide smile. She had to grow into it, though. When the seven-year-old joined the Breaks of the Bronx club as a freshman at Punt in 2007, Choi left shy and scared. She'd sit in the corner, trying to drum up confidence and with a smile also. Her self-described desire to "smile everybody" won out, and she learned how to express herself graciously. Choi loves for the moments when she's doing the music and has something she's never done before. She trains with a strength and conditioning coach three times a week to ensure her body can perform at a high level, hoping to capture that magic in Paris. "The super award because there's no such thing," Choi says. "But still, it's right...it feels good, I am happy."

HER RECENT ACCOLADES:

2023

USA NATIONAL CHAMPIONSHIP

Gold

PAN AM CHAMPIONSHIP

Silver

WORLD SERIES JAPAN

Semifinalist

2022

WORLD GAMES

Silver

RED BULL BC ONE

Semifinalist

ARTISTIC APPROACH



MIND BODY SOUL puts audiences right into the action of the electrifying world of international breaking. On the road with Sunny, observational footage capture her high-stakes battles, grueling training sessions, and backstage debates.

The film also offers a close-up look into Sunny's therapy sessions, providing unique access to her personal growth. And in stylized studio shoots, her interior life is portrayed visually.

Voiceover from Sunny's interviews provide context and insight while a Greek chorus of breakers frame this historical moment and add to its urgency.