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The viral Heated Rivalry Night dance party is coming to St. Pete



Photo via Crave Canada/IMDB

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St. Pete, your moment has arrived. Burwoodland, the live entertainment company behind touring the hit dance party, the first in Brooklyn, Broadway and Gimme Gimme Disco, is bringing its Heated Rivalry Night to Bayboro Brewing Co. (500 5th Ave S) on Friday, May 8. Doors open at 9 p.m., it's on and up, and you've officially run out of excuses. (<https://ilovetheburg.com>) (<https://tampastamp.com>)

For the uninitiated: the Heated Rivalry Night dance party is a touring event built entirely around the HBO Max phenomenon (<https://play.hbomax.com/show/50cd4e99-04ee-427b-a3b4-da721ed05d9c>) that somehow snuck up on all of us. The six-episode hockey romance series, originally produced by smaller Canadian streamer Crave, got picked up by HBO Max and promptly became a global phenomenon. Based on Rachel Reid's books, the show follows Shane Hollander and Ilya Rozanov, two hockey rivals navigating a decade-long love story with the kind of emotional complexity that makes you feel personally attacked by a television program.

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The show's stars, Hudson Williams and Connor Storrie, went from relative unknowns to presenting at the Golden Globes, carrying the Olympic torch through Italy, walking international fashion week runways in Milan and Paris, and Connor hosting SNL with Hudson showing up as a surprise guest. Donatella Versace posted about wanting to go to the cottage. This isn't a niche internet obsession anymore. It's a whole thing.

Episode five at one point held a rare perfect 10/10 score on IMDb, tying it with Breaking Bad's "Ozymandias" as one of the highest-rated TV episodes ever. Three books feature Shane and Ilya, a seventh was just announced, and the streaming records are almost comically impressive. This isn't a niche internet thing anymore. This is a thing.

Now it's a dance party

And it has its own sound. Burwoodland's version of this party leans fully into the show's specific emotional register: the show's soundtrack alongside 2010s music that swings between aggressive, heart-pounding energy and dramatic, soul-wrecking release. Think side-eye across the room, screaming lyrics at strangers, and letting tension live a little too long.

You'll find the St. Pete party somewhere in the feeling of all of that. Costume possibilities abound, naturally. A Hollanov jersey, your sharpest 2008-2018 club era look, or Ilya's leopard print vintage Gaultier shirt that hasn't left anyone's brain since episode three.

Grab your tickets now (<https://wl.eventim.us/event/heated-rivalry-night/684852?afflky=GloryDaysPresents>) and get ready to absolutely lose it to THAT Wolf Parade song on a Friday night in May.

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Jose, a Tampa Bay native of over 25 years, is a writer who captures the region's hidden gems and celebrates its vibrant spirit. He is passionate about uplifting local communities, spotlighting creative voices, and preserving the heartbeat of his hometown.

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