Introduction: Physical activity levels in general are dropping in Australia, particularly amongst young people. As more than 80% of a child’s physical activity takes place outside of school, school based interventions need to have strong peer and community links. The HYPE Project aims to develop a comprehensive physical activity program using street dance (hip-hop) to increase physical activity levels of young people and contribute to building connectedness and feelings of self worth in a low SES, multi-ethnic area. Methods: This case study involved students from five high schools who were invited to participate in dance (hip hop) classes over 12 weeks, ending with a competition at a public venue for the best hip hop routine. Evaluation processes included: a pre-post questionnaire provided to the students to assess the impact of the project across a range of physical and social-psychological dimensions; student reflection and self-expression via a video commentary; a series of semi-structured in-depth interviews and observation; and measurement of heart rate during practice classes. Results: Interview data indicate the value of utilising a music/dance medium which taps into strong interests and identities of the target population, encouraging their involvement and connection. Project management, successful partnership, acceptability of dance/hip hop as a legitimate physical activity, marketing, social/ethnic diversity of participants were issues raised. Conclusions: The 2007 Hype was a success, as evidenced in the enthusiastic participation of teenagers, the recognition of their performances, and extensive support from partners and the community to continue the HYPE concept.