



Dancenter

Celebrating 12 Years of Ballroom Dancing!



A media kit prepared by the  Dancenter



Table of Contents

TO THE EDITOR.....	2
NEWS RELEASE.....	3
MEDIA ADVISORY	5
FACT SHEET – [REDACTED] Dancenter	6
BACKGROUNDER I – History of Ballroom Dancing.....	7
BACKGROUNDER II – History of the Hustle.....	9
BACKGROUNDER III – How to Do the Hustle	11
POSITION PAPER – Dancing for All-Round Health...And More	12
FEATURE STORY I – “Can’t Live Without It” - Bob and Janet Weber	14
FEATURE STORY II – “Like Walking into a Temple” – Nagaraj Shanmugam	16
FAQ.....	17



Street Address
Anywhere, USA

December 13, 2013

Media Outlet
123 Main Street
Somewhere, NJ 07869

Dear (Editor/Blogger/Online New Magazine):

Would it be a dream come true if a guy could connect football with his wedding day? The 12th Anniversary Celebration of the [REDACTED] in Somewhere can make it happen—both activities involve dancing. Admittedly the touchdown dance isn't exactly a wedding dance, but don't tell that to all the NFL players who've tried some fancy footwork on *Dancing with the Stars*.

When Emmitt Smith walked onto the field during halftime at a Cowboys game several years ago to elicit votes from thousands of fans for his part on the show (he won), it's pretty clear that ballroom dancing had found its way deep into modern America. The [REDACTED] is a local studio that will host its 12th Anniversary Celebration of ballroom dancing on September 21, 2014, 4 – 8 PM, and your readers will be interested to hear about the studio's own connection to *Dancing with the Stars*.

- Performance by [REDACTED] Dance Team who performed on *Dancing with the Stars*
- Showcase of performances by professionals and amateurs alike
- Free lesson and discounts for all new attendees

Brian is available for interviews and the attached information will fill in the details of the event. We'll be in touch in a few days to follow up on your interest.

Sincerely,

Robert Weber, Michaela Zanello
Consultants for [REDACTED]

Enclosure: Complete Media Kit



News Release

FOR IMMEDIATE RELEASE

Media Contact:

info@nashdancenter.com

[REDACTED] Hosts Twelfth Anniversary Celebration

Honoring the art of ballroom dancing with professional performances and special offers

[REDACTED], NJ–September 10, 2014 – To commemorate twelve years of ballroom dancing, one of the hottest, growing trends in the U.S., the [REDACTED] Dancenter is throwing an Anniversary Celebration on Sunday, September 21 from 4-8 PM, and everyone in the community is invited.

The celebration, which is to be held at the [REDACTED] studio at [REDACTED], includes performances by both amateur and professional dancers, with special appearances by [REDACTED] Dancenter Founder and Co-Owner, [REDACTED], along with his daughter, [REDACTED], an American and World Champion; plus the [REDACTED] Ballroom Dance Team, who were previously featured on *Dancing with the Stars*.

The event is open to the public, and with an expected attendance of over 250, it promises to be a highly entertaining evening, filled with gorgeous costumes and breathtaking moves. Plus, any first-time visitors are privy to special offers on discounted dance lessons. And all those in attendance are invited to “strut their stuff” in the main ballroom during the evening’s social dance segment.

According to [REDACTED], dancing changes people. It enhances their social skills and gives them more confidence. And it is precisely this passion for ballroom dancing that has allowed the [REDACTED] Dancenter to thrive as a community gem for the past twelve years.

About [REDACTED]

Husband and wife team, [REDACTED], have been dancing professionally for over twenty-five years. And together, they co-own and operate the [REDACTED] which holds an

outstanding reputation in the dance community among both students and professionals. Their teaching staff is highly trained in a variety of styles, ranging from ballroom to traditional and including aerobics, yoga, and Pilates exercise programs. The [REDACTED] facility, located at [REDACTED] is the largest in [REDACTED], consisting of 28,000 square feet of dance space.





Media Advisory

FOR IMMEDIATE RELEASE



info@nashdancercenter.com

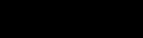
Anniversary Celebration

EVENT: 12th Anniversary Celebration of  Dancercenter's  location

HOSTED BY:  Dancercenter, 


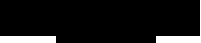




WHEN: Sunday, September 21, 2014, 4 – 8 PM

PURPOSE: A celebration of ballroom dancing and twelve years of the  Dancercenter's facilities, which includes a main ballroom and two practice ballrooms

- Largest ballroom facilities in northern 

EXPECTED ATTENDANCE: 250

FEATURED PERFORMANCES:

-  will show off his award-winning Hustle
- , American and World champion and instructor at  Dancercenter
- The  Ballroom Dance Team as seen on *Dancing with the Stars*; , owner of  Dancercenter, is their coach

EXHIBITION DANCES: students and teachers will perform and will be supplemented with social dancing by all who attend

THE PUBLIC IS INVITED to experience the joy and fun of one of the hottest trends in the last few years. Performances by pros and amateurs alike will provide entertainment, and special offers for discounted lessons will be offered for all who attend for the first time.

DANCENTER: Fact Sheet

Photo of owners

██████████ have been teaching dance professionally for over twenty-five years. Plus, they are certified members of the Imperial Society of Teachers of Dancing (ISTD). And together the husband and wife team has owned and operated the ██████ Dancenter since 1988.

Catering to clients of all ages, the ██████ Dancenter provides a relaxed environment for students to learn and practice the art of dance while socializing and having a great time.

The studio offers a wide range of classes, including ballet, jazz, Latin, and a variety of ballroom (swing, salsa, rumba, foxtrot, waltz, cha-cha, and tango). Additionally, the ██████ Dancenter provides exercise programs, like aerobics, yoga, Pilates, and stretching, for both children and adults.

Both private and group lessons are available to students of all levels, ranging from beginner to advanced. The studio also holds regular socials so students can show off what they've learned and make new friends.

The teaching staff at the ██████ Dancenter consists of highly qualified and competitive dancers who've been trained in all forms of dance. Also one of the teachers is the ██████'s

daughter, ██████, who's competed across the U.S. and won multiple titles.

Plus, at twenty-eight thousand square feet, the ██████ Dancenter facility offers plenty of on-site parking and an elegant grand ballroom for students to practice and socialize in.

The grand ballroom features maple flooring, French doors, a twenty-two foot coffered ceiling, and the latest technology in sound and lighting.



Whether you're interested in learning to dance for a special event, just for fun, or to get healthy, Brian and Jennie Nash, along with the rest of the talented staff, can get you dancing!

For more information, contact the ██████ Dancenter at:

██████████
info@nashdancenter.com

DANCENTER: Backgrounder I

History of Ballroom Dancing

As one of the oldest human activities, dance has been part of our development as humans for centuries. The earliest archeological evidence of dance dates back over nine thousand years, with the roots of ballroom dance tracing back to the sixteenth century.

Originally, ballroom dancing was considered to be a form of social dancing for the aristocracy and royalty. But after a while, the class divisions dissipated, and ballroom dancing began to incorporate both the folk dances of the poor and the more sophisticated dances of the upper class.

The earliest records of ballroom dancing in Europe come from Jehan Tabourot's book *Orchesographie* which details information about French renaissance social dancing in the sixteenth century. Tabourot describes the following dances: basse danse, branle pavane, and the galliarde.

However, the dance that really made ballroom dancing take off, spreading all over Europe, was the minuet in 1650, when it was introduced in Paris and performed by King Louis XIV himself.

The minuet dominated the ballroom dancing scene until close to the end of the eighteenth century, at which time the waltz began to rise in popularity during the Victorian era.

The waltz was initially considered scandalous due to the perceived immodesty of the closed-hold arm position. However, opposition soon died down, and other popular ballroom dances emerged, including the polka and the makurka.



The twentieth century marks the greatest era of growth for ballroom dancing, which was largely due to the burst of new forms of popular music, like jazz, along with notable media personalities, such as Vernon & Irene Castle, and Josephine Bradley & Victor Silvester, who systemized and taught a number of ballroom dance styles.

The dance that is most recognizable and considered the granddaddy of ballroom dancing is the Viennese waltz. It is an up tempo and more difficult version of the slow waltz. Most people associate ballroom dancing with this dance.

Also, a little later on in the 1930s, Fred Astaire & Ginger Rogers rose to fame, performing ballroom dancing routines on-screen and achieving icon status.

Today, world-wide competitions are held for ballroom dancing, mostly under the regulation of the World Dance Council (WDC). Around thirty different countries participate in international competitions, including the United States.

And during the competitions, dancers are judged based on the following criteria: poise, posture, the frame or hold, expression and musicality, body alignment and shape, timing, foot and leg action, floor craft, and presentation.

Currently, ballroom dancing refers most commonly to the ten dances that fall under the umbrella of International Ballroom and International Latin (waltz, tango, Viennese waltz, foxtrot, quickstep, samba, cha-cha, rumba, paso doble, and jive). When you first get into ballroom dancing, you'll learn six basic dances: foxtrot, rumba, cha-cha, waltz, tango, and east coast swing. These are easy dances, and they provide a good foundation for many of the more advanced styles.

The cataloguing of ballroom dances is quite flexible, and many "nightclub dances" are also categorized as "ballroom." This includes the hustle, lindy hop, west coast swing, nightclub two step, salsa, and merengue.

Attending or participating in a ballroom dancing competition can be a highly entertaining experience. The dance routines are typically performed to modern Western music, and the dancers are clad in white tie attire, with the ladies in beautiful full gowns and the men in tuxedos.

For the non-competitive dancer (the majority of people who dance), the attire is more casual, and dancers are not competing with others. Beginners should never think that they must advance to the competitive

level. Ballroom dancing is simply a fun activity that can be enjoyed by anyone who loves music and movement.

DANCENTER: Backgrounder II

History of the Hustle

Night fever, night fever. We know how to do it. Gimme that night fever, night fever.

Tony Manero, a nineteen-year-old from Brooklyn who loves to disco, steps out onto the dance floor. Clad in a white bell bottom suit with a black collar, Tony takes two young ladies by the hand and begins to do the hustle while “Night Fever” by the BeeGees plays in the background.

Such is the way the scene goes in the 1977 film *Saturday Night Fever* starring John Travolta and Karen Lynn Gorney. The film depicts both of the traditional forms of the hustle: line and partner. Plus, it shows a new form that was invented for the film by its cast members called the “tango hustle.”

Saturday Night Fever made the hustle hugely popular during the 1970s. And even though the dance’s popularity did wane after the movie’s hype died down, the hustle has been revived as a ballroom dance, taking a place next to other partner dances, like the cha-cha, tango, and bolero.

With their flashing lights and impressive sound systems, discotheques were popular



around the United States and Europe in the late 1960s through the 1970s. And the first hustle, which was initially known just as a new “touch dance,” was created in 1972.

The original hustle is thought to have originated in the South Bronx, and it has since evolved from a five-step count to a six-step and now incorporates intricate turn patterns and hand changes.

From the hustle’s New York City origins, the dance’s popularity swept across the United States, with dance competitions springing up in most cities that the dance craze spread to.

Some of the biggest names in the hustle dance community include Billy Fajardo & Sandra Rivera, two-time world champions; Eddie Vega & Lisa Nunziella Hockley, winners of the Ed McMahon Star Search competition; and Floyd Chisolm & Nelly Cotto, who were named the National King and Queen of the Hustle on the *Merv Griffin Show*. The hustle is also a personal favorite of Brian Nash, who won first place in a disco contest sponsored by the Biera Mar Soccer Club in 1978.

Today, the Hustle still appears in dance competitions and pop culture. In 2012, the television show *Glee* paid tribute to *Saturday Night Fever* along with the hustle and other disco dances in an episode that was coined “Saturday Night Glee-ver.”

Additionally, the hustle has been featured on multiple seasons of ABC’s *Dancing with the Stars*, with performers such as Susan Lucci & Toni Dovolani dancing to it.

DANCENTER: Backgrounder III

How to Do the Hustle

It may not be the 1970s anymore when bell bottom jeans and afros were the latest trends. But hittin' the dance floor and bustin' a move like John Travolta can still be a lot of fun. Plus, the line dance form of the hustle is actually pretty easy to learn, and it can be picked up in just 10 easy steps:

Step 1: Pick your music (see below for a list of popular songs that work well for the hustle). Try to stick to music that's in 4/4 time, or has 4 beats per measure, and music that has 100-125 beats per minute in order to get the proper tempo.

Step 2: Stand with your feet together with your hands at your side. Then, take four steps back, starting with your right foot and keeping up with the beat of the music. The steps are right, left, right, together.

Step 3: Next, starting with your left foot, take four steps forward. The steps are left, right, left, together.

Step 4: Now, it's time to turn. With your right foot, do the grapevine while rotating your body clockwise a full 360 degrees. The footwork is the same pattern from step 1: right, left, right, together. But this time, when you step your feet together, clap your hands.

Step 5: Then, reverse the grapevine, starting with your left foot: left, right, left, together and clap.

Step 6: From here, do "The Travolta" which entails stepping to the right (your feet should be hips' width apart) and extending your right arm above your head on a diagonal (pointing your index finger) and then bringing it back down to cross your body



and point down at your left foot. Repeat this move four times.

Step 7: After the "Travolta," put your hands into fists and roll your arms at shoulder-level. As you do this, first aim your torso to the right and then aim it to the left.

Step 8: Next, do the "Chicken" for two counts, first facing the right and then facing the left. To do this, put your arms behind your back and stick your chest out.

Step 9: Simultaneously lower your arms down to your sides and extend your right foot forward without putting any weight on it (just tap your toe on the ground). Then tap your foot to the back, to the right, then bring your feet together while rotating your entire body forty-five degrees.

Step 10: Repeat steps 2-9.

Click [here](#) to for video demonstration.

SONGS TO HUSTLE TO:

- "Stayin' Alive" by the BeeGees
- "Dancing Queen" by ABBA
- "That's the Way (I Like It)" by KC and the Sunshine Band
- "Boogie Nights" by Heat Wave

DANCENTER: Position Paper

DANCING FOR ALL-AROUND HEALTH. . . AND MORE

Who would have thought that preventing Alzheimer's Disease could be so much fun? Research published in the *New England Journal of Medicine* (June 19, 2003) confirmed that ballroom dancing may prevent it and other forms of dementia. If there is a more fun and enjoyable way for aging baby boomers to stave off this scourge of growing old, not to mention put a little spring in their step, doctors haven't found it.



Studies of how the brain functions have flourished over the last several decades and have revealed our brains function and create new "circuits" when exercised with mind-challenging activities. Scientists are discovering that learning new things and engaging in new mental activities keeps the brain active, alert, and healthy. Those involved in the study above found that ballroom dancing has some unique features. Not only does it provide physical exercise, but it also adds a dimension of challenging the mind by learning a new activity.

Not by Exercise Alone

The study found that exercise alone could not account for dancing's ability to prevent disease. Learning dance steps is enough of a challenge that the brain must utilize new pathways and learn to keep alert.



Furthermore, keeping track of movement in distinct patterns and thinking about the body's spatial orientation adds another dimension that not only sets dancing above other forms of exercise but also keeps the brain healthier and younger.

Ballroom dancing challenges your mind on several levels at a time. You have to differentiate between a turn, a spiral and a swivel. You learn different dance holds with your partner like the cuddle (a favorite for many couples), shadow, and promenade. Add foot patterns like the hockey stick, the reverse wave, and the cross-body lead and even though you may not know what those are, you get a good idea how much your brain has to process.

Overall Well-Being

In dancing you have almost the perfect solution to health and well-being. Do you want good exercise? Try taking a Samba



lesson for 1 ½ hours. (Note: bring a headband.) By the way, why do you think all those stars on *Dancing*

with the Stars lose weight? You may not burn quite the same number of calories as running or swimming, but you also don't need gym clothes or running shoes.

Furthermore, does music make you want to tap your feet? Or bob your head? There are some songs that just evoke movement and get into your soul. Ballroom dancing

channels your movements with creativity and flare.

Some music just seems to get our feet moving. Thanks to Michael Buble songs once sung by Frank Sinatra and Tony Bennett have become popular again, songs that are great Foxtrots, Waltzes, Tangoes, and Swings. And there are plenty of other styles to choose from in ballroom dancing. A person can move to rock and roll with the swing and Latin music with the rumba and cha-cha. Dancing to your favorite style adds a hip-shaking, foot-tapping, head-bobbing element you can't get with other forms of exercise.

A Social Event

Let's not forget about the social aspect of dancing. Dancing builds confidence and creates a whole new network of friends. ■■■■ Dancenter's owner, ■■■■, says, "What I love most about dancing is how it changes people, develops their social skills, and makes them more outgoing and confident." We're not talking about a *virtual* network of friends; we're talking about flesh and blood, living, breathing friends. You will laugh, learn, and improve your health along the way with your new friends, or maybe you'll get some of your present friends to join you. However you go about it, there aren't many more exciting and fun ways to maintain and improve your health than ballroom dancing.

DANCENTER: Feature Story I

CAN'T LIVE WITHOUT IT - Bob and Janet Weber

“When were you going to tell me about this?” asked my wife. With brain synapses firing rapidly I assessed the situation to retrieve in the deep recesses of my mind if should feel guilty, defensive, or confused. Fortunately the twinkly in her eye and the chuckle in her tone told me she was being her usual impish self. We’d been attending dance lessons for a few weeks, and it seemed apparent that I had some ability for ballroom dancing. Humorously, she wondered why I hadn’t told her before about my talent for dancing. I was tempted to retort, “How was I to know? I never did it before.”

A few weeks prior to that inquisition, we had agreed to participate in dance lessons sponsored by a local adult education program. A wedding dance loomed in the near future for a friend and his engaged daughter. He rounded up eight other couples, and we made a social event out of it. I think he wanted company in his misery, dancing in front of a hundred or so guests was not his idea of fun. And yet, it was his daughter’s wedding, so off we all went.

A Two-Step Further

After my wife and I discovered that we had not only a love for dancing but also good rhythm and musicality, we decided to pursue dancing further. It took a little time to get into the ballroom-dance social scene. We had trouble finding places to engage in our new hobby; this was in the late 90s when dancing was more of a club scene where everyone did what I like to call “the shake

and bake,” not much choreography or style and even fewer men on the floor. Also, we didn’t want to go to night clubs.

A step in our journey toward ballroom dancing on a regular basis occurred when we found another class to attend. The instructors turned out to be students of [REDACTED], who owns the studio we now attend on a regular basis. The class with Paul and Carmelita provided us with just the right social atmosphere, encouragement, and good instruction to get us hooked. Now we go through withdrawal if we haven’t danced at least once a week.



Our Fears Allayed

Ballroom dancing can make some people a little self-conscious. It did to us, especially as novices. Paul kept assuring us while teaching us the social foxtrot that it was like a walk in the park, comfortable and pleasant. When we attended our first big dance social (in a full gym at Rutgers University), the self-conscious factor was at work in a big way. It seemed like everyone there could dance rings around us. When we got up to



“take a walk in the park,” it felt more like a mugging. Everyone seemed to be speeding past, around, and almost through us. It took a few more forays into the socials at Rutgers, but before we knew it, we got comfortable with our own abilities.

I wouldn't say we are now accomplished dancers, but the joy and fun we gain from

ballroom dancing has made the trip through self-consciousness worthwhile. With our dance friends we have found a comfortable social network. With the exercise we get every week, we have a great way to improve our health. It is hard to imagine living without ballroom dancing now.

DANCENTER: Feature Story II

LIKE WALKING INTO A TEMPLE – Nagaraj Shanmugam

He started by learning the Salsa. His favorite dance is the Samba. His experience with dancing transcends the dances. In June 2006 Nagaraj walked into  Dancenter at the invitation of a friend. As with a number of 's Saturday workshops, it was a bit much for a beginning student. Had he not be invited by another staff member to try a beginner class, his life may have taken a dramatically different turn.

He stuck with Salsa lessons for a year even before he began to learn other dances. Although it took some time, he found that other dancers were always helpful and patient as he learned. Even without the benefit of previous music training, he progressed to the point of taking more lessons, learning more dances, and meeting new people in the process. He even entertained the notion of competing in local dance competitions.

But in 2009 his love for dancing paid off in a most unexpected way. A cancer diagnosis sent him spiraling into an emotional tailspin. Not only would competitions now become secondary, but he also wondered if he could continue to dance at all. His dance friends rallied to him. Throughout his treatments they picked him up and brought him to dance socials and lessons. They encouraged him to keep coming, and dancing helped relieve some of the stress accompanying his treatments.


As an added benefit, dancing helped him not to lose muscle tone during this long period of treatment. Furthermore, in one of those bright moments that sometimes intervene during times of trial, one doctor

administering his chemotherapy happened also to be a dancer. Because of their common interest, Nagaraj engaged in conversation during the session and found that it completely distracted him. He says, “I think it was more than a coincidence that this doctor had the same interest in ballroom dancing. I enjoyed the conversation so much that I mostly forgot I was getting chemotherapy.”

Nagaraj is in remission. Thanks to many friends, including his girlfriend and dance partner, Nurit, he is considering a run at competitive dancing once again. Even today he finds that dancing relieves much of the stress from work. When asked what he likes most about dancing, he said, “It’s like walking into a temple. I go right into a relaxed state of mind.”

What advice does he give to new dancers? “Take your time. Have fun!” is his immediate answer. He also says that some people keep from trying it because they might expect to attain a high level of dancing too soon. If they just have fun, all of that takes care of itself in time.

Might your experience attain the same religious feeling of “walking into a temple?” Maybe. Did dancing play a role in healing his cancer? We’ll never know. Are there other ways of overcoming the anxiety of cancer treatments besides ballroom dancing? Of course. But don’t tell that to Nagaraj.

To see Nagaraj dance with his instructor, , click [here](#). (Yes. He’s very good!)

DANCENTER: Frequently Asked Questions

How much rhythm and musicality do I need to dance?

Not that much. If you can tap your feet to the beat of the music, you have enough rhythm.

What dances should I begin with?

That varies. Six ballroom dances are usually taught first: foxtrot, waltz, cha-cha, rumba, swing, and tango but not necessarily in that order. Some people start with salsa and that is all they dance; others love only the hustle; still others go for the west coast swing. It is a good idea, however, to begin with the basic six. They are easy and provide a good foundation for the others.

Which ones are popular?

It depends on where you live and where you go to dance. Most ballroom studios, like Nash, teach all the ballroom styles along with a few not classified under the ballroom heading. Some clubs specialize in salsa or bachata or merengue or hustle or swing. Your personal taste in music and style will determine which dances you perform.

Why don't some men seem all that interested in dancing?

Go to any night club and it is usually the women who are on the dance floor. Some men feel self-conscious. However, many men have discovered that after a few lessons they really enjoy dancing. (Men take note: there are a lot of women at most ballroom dance studios.)

What makes [REDACTED]'s studio different?

Many ballroom studios cater only to competitive dancers. Although [REDACTED] has a number of students who compete, he caters more to those who only want to dance socially. He has socials every week along with special themed events in some months.

Do I need private lessons?

The short answer is no. For most social dancers group classes work just fine. However, if you decide to pursue it, even as a hobby, you'll find that private lessons can help you make the most improvements.

Can I learn to dance from You Tube or other video lessons?

It is very hard to learn without a teacher. An advanced student can add a step or two from watching videos, but you really need a class with an instructor where you can get a lot of repetitions of the same step and where the instructor can see how you are doing.