

ASK ARTS # 6

By Del Reed Alliance of Round, Traditional, and Square Dance

(June 25, 2006)

Dear ARTS,

The YTB Travel deal sounded great last month!

Are there other fund raising projects in the works for ARTS to raise the large amounts of money you say will be needed for a nationwide promotion of the dance activity?

Wants Results Now

Dear Wants,

“Dance America”, a nationwide benefit dance, will take place on February 29, 2008.

This was the idea of Al and Linda Shaw, Executive Administrator of ROUNDALAB, and was picked because, as a leap year day, it will have fewer conflicts with regularly scheduled dances/festivals.

State and regional organizations, as well as local clubs and individuals, are encouraged to plan and sponsor an ARTS Benefit Dance so that dances are held simultaneously in each region. Hopefully, organizations will donate use of a dance hall and callers/cuers will donate their fees for the event, with all proceeds going to ARTS for promotional activities.

In addition, these benefit dances will provide opportunities for local publicity, which will raise awareness of the presence of the dance activity in local areas.

Join us! For ARTS to succeed in its mission of gaining 50,000 new dancers, we need hundreds of folks like you to help us spread the word. Begin planning now to participate in this event with downloadable promotional material available at www.arts-dance.org

ARTS-DANCE

Please direct any questions for ASK ARTS to Del Reed at 321-633-1306, or e-mail to www.askarts@arts-dance.org.