

# Dancercise Kids – Media Q&A

## Fast Facts

Founded 1987

CEO: Tessa Pfeifer

Based: Minnetonka, MN

Address: 17418 Minnetonka Blvd, Minnetonka, MN 55345

Phone: (952) 925 3922

Website: [www.dancercise.com](http://www.dancercise.com)

E-mail: [kids@dancercise.com](mailto:kids@dancercise.com)

Geography: Twin Cities (owned operations), Chicago (affiliate), Ohio, Mississippi, Malaysia (curriculum licensees)

Employees: 10

Company Structure: S-Corp, Kids Fun, Inc

DBA Names: Dancercise Kids

Ownership: Private, majority woman-owned

Trademarks: Dancercise, Dancercise Kids, Tessa

## What is Dancercise

Dancercise is a woman-owned, Minnesota-based company that offers a unique combination of dance, fitness and creative movement classes and curriculum to kids aged 2 to 7. Classes are offered through childcare centers, pre-schools, community centers and elementary schools, and at a studio in Minnetonka, MN.

The Dancercise Kids curriculum is available to dance studios, pre-schools, fitness centers and other businesses that seek to encourage physical activity for young children. A simple-to-use package that includes video training, lesson plans and original music, any teacher can use this to get kids active and having fun. Including the basic elements of jazz, tap and ballet, the music and curriculum also emphasize healthy habits, educational topics and sign language throughout. It's a comprehensive approach to dance and fitness education that stimulates the imagination and gets kids active. Boys and girls in Dancercise have strong minds and healthy hearts.

## Who is Tessa

Tessa Pfeifer is the founder and CEO of Dancercise Kids. Born in Minneapolis, MN, she has been a lifelong performer. She has created and sold two companies, and is now working to bring her unique Dancercise curriculum and music into homes everywhere, as part of her passion to keep all kids healthy and happy. More information on Tessa can be found in her personal bio.

## Company History

Founded in 1987, Dancercise Kids has been providing fitness, dance and creative movements classes to kids for over 20 years. Predominantly offering classes through accredited childcare centers, certified instructors have taught the curriculum to tens of thousands of kids in the Minneapolis/St.Paul metro area, the Chicago suburbs and through its licensed music and curriculum, as far afield as Kuala Lumpur, Malaysia. Dancercise Kids recently sold its Illinois division to a local affiliate and its CEO Tessa Pfeifer is

focusing her efforts on bringing the life lessons on healthy habits, manners and fitness to every kid through music, video and books.

## Philosophy and Mission

Dancercise Kids's mission is to **help kids develop strong minds and happy hearts**. By making fitness and activity fun, we impart to young children the importance of good healthy habits and an active lifestyle.

## Main Lines Of Business

**Mobile program:** offered to childcare centers, preschools, elementary schools and community centers – certified instructors teach the unique curriculum of dance, fitness and creative movements to boys and girls

**Studio:** studio in Minnetonka, MN that provides Dancercise classes as well as more specific non-competitive dance and musical theater classes for older children

**Curriculum:** complete dance and fitness curriculum for dance studios, fitness centers and child care centers – all the music, video training and choreography needed to be self-sufficient in teaching this curriculum to kids

**Music CDs:** Dancercise music promotes healthy habits and learning, and is now available to the general public through [cdbaby.com](http://cdbaby.com)

**DVDs** (in production): Bringing the essence of Dancercise into the home to help young kids get and stay healthy even when parents are busy

**Activity Book** (in production): Tying the educational theme of Dancercise into book format so that parents can participate in related activities with their kids

## Where can I see Dancercise

- Live at our studio in Minnetonka, MN (see the schedule at [www.dancercise.com](http://www.dancercise.com) for class times)
- By prior arrangement only at select child care centers in Minneapolis/St. Paul and the Chicago suburbs
- Video clips of the curriculum at [www.dancercisekids.com](http://www.dancercisekids.com)
- Tessa, Live In Concert video clips at [www.dancercise.com/pressroom](http://www.dancercise.com/pressroom)

## Events & Appearances

See [www.dancercise.com/live](http://www.dancercise.com/live)

## How do I contact you

- Customers and members of the public: see our website at [www.dancercise.com/contact](http://www.dancercise.com/contact)
- Members of the media, see our media room at [media.dancercise.com](http://media.dancercise.com)
- Read our blog at [blog.dancercise.com](http://blog.dancercise.com)