

## MEDIA ALERT

## FOR IMMEDIATE RELEASE

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### ***Tessa, of Dancercise® Kids, to Appear on KARE11 Saturday***

*Kids' fitness and dance business owner to discuss kids' fitness and movement on highly-watched morning TV segment*

Minnetonka, Minnesota—January 26<sup>th</sup>, 2009 – Dancercise Kids, a provider of fitness and dance activities for young children, today announced that its founder, Tessa Pfeifer, will be appearing on NBC affiliate KARE11 on the Saturday Morning show with Belinda Jensen and Eric Perkins on Saturday, January 31<sup>st</sup>, 2009.

Tessa will be encouraging kids to get up and get moving at a time when there are many distractions competing with physical activity for the attention of young children.

"I'm looking forward to our opportunity to show KARE11's viewers what we do here at Dancercise," said Tessa Pfeifer, Founder of Dancercise Kids, "At this time of year, we're all thinking about how to improve our personal health, get fit or start eating more healthily. I'm excited to show how Dancercise makes it easy to include the kids in your plans, and how to help your kids build strong minds and happy hearts."

Tessa has just released a new CD, "Dance It!", available now at [www.cdbaby.com](http://www.cdbaby.com), at the Dancercise website, [www.dancercise.com](http://www.dancercise.com) and through online services such as iTunes. She'll be performing songs from this CD and others from her extensive repertoire at a series of live performances around the Twin Cities in the next few weeks, including:

- Saturday, January 31<sup>st</sup>, 2pm and 3pm: Southdale Center, Edina
- Wednesday, February 4<sup>th</sup>, 10:30am and 11:30am: Eden Prairie Center, Eden Prairie
- Thursday, February 5<sup>th</sup>, 10:30am and 11:30am: Ridgedale Mall, Minnetonka
- Saturday, February 14<sup>th</sup>, 1pm and 2pm: Maplewood Mall, St. Paul
- Tuesday, March 17<sup>th</sup>: Mall Of America, Bloomington

A current schedule of performances can be found at [www.dancercise.com/live](http://www.dancercise.com/live).

Tessa Pfeifer has been dancing, singing and performing since her early childhood. Having created Dancercise Kids as a successful dance and fitness program across multiple states, she is now concentrating on making the music, activities and lessons accessible to a wider audience, for consumption in every home. Find out more at [www.dancercise.com/pressroom](http://www.dancercise.com/pressroom) or check out our classes at [www.dancercise.com/schedule](http://www.dancercise.com/schedule)

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