

MEDIA ALERT

FOR IMMEDIATE RELEASE

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Tessa, of Dancercise® Kids, to Perform at Southdale Center
Kids' fitness and dance business owner to perform live concert at Edina shopping destination

Minnetonka, Minnesota—January 28th, 2009 – Dancercise Kids, a provider of fitness and dance activities for young children, today announced that its founder, Tessa Pfeifer, will be appearing at two live concerts at Southdale Center in Edina, MN on Saturday January 31st, at 2pm and 3pm.

Performing songs from her new CD, “Dance It!”, 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 thrilled to be bringing my live show to Southdale," said Tessa Pfeifer, Founder of Dancercise Kids, "I'm confident the kids will enjoy the shows and we'll all have fun working our muscles and learning lessons about friendship, manners, safety and more."

Tessa's 30 minute performance is focused on interacting with the kids. Many kids performers find themselves stuck behind a guitar or other instrument, but Tessa – with a wireless headset – will be right down there with the audience, making new friends and working through the “Dancercise Jam”, “Hello, Hello” and “Under My Bed”, among others.

Tessa's CD Dance It! is available now at www.cdbaby.com, at the Dancercise website, www.dancercise.com and at online music services including iTunes. She continues to be the driving force behind Dancercise Kids, whose mission is **to help kids build strong minds and happy hearts.**

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 or check out our classes at www.dancercise.com/schedule

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