

**MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

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***Tessa, of Dancercise® Kids, to Perform at Maplewood Mall***

*Kids' fitness and dance business owner to perform live concert at major St. Paul mall*

Minnetonka, Minnesota—February 10<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 performing at one of the most popular malls in the Twin Cities, Maplewood Mall on White Bear Avenue in St. Paul, at 1pm and 2pm on Saturday February 14<sup>th</sup>.

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 excited to be performing on the St. Paul side of the cities," said Tessa Pfeifer, Founder of Dancercise Kids, “We teach Dancercise to many children at pre-schools in that area and I hope they'll come out and see me. We are going to have a great time dancing with the kids and learning about muscles, manners and safety!”

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](http://www.cdbaby.com), at the Dancercise website, [www.dancercise.com](http://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](http://www.dancercise.com/pressroom) or check out our classes at [www.dancercise.com/schedule](http://www.dancercise.com/schedule)

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