

**MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

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***New Kids' CD Encourages Kids to Get Active and Stay Healthy***

***Minnesota Dance and Exercise Entrepreneur Releases 15 Original Songs Focused on Fitness and Fun***

Minnetonka, Minnesota—March 3, 2009 – Dancercise Kids<sup>®</sup>, a provider of unique fitness and dance activities for young children, today announced that its founder, Tessa Pfeifer, has released her first compact disc, entitled “Dance It!”, focused on bringing Dancercise<sup>®</sup> concepts into every home.

Packed with original songs that encourage kids to exercise and that advocate healthy habits, manners and other parent-approved topics, this CD release comes at a time when, according to the National Poll on Children’s Health, childhood obesity is the number one concern of parents. “It’s so important for kids to take every opportunity to exercise. I routinely see children with all sorts of conditions resulting from poor posture, poor diet and sedentary lifestyles,” said Howard Fidler, DC, FICPA, FICC, of Minneapolis, founder of the American Chiropractic Association’s Council on Pediatrics. “My own kids listen to Dancercise music all the time, and it’s reassuring to find kids’ music that really encourages them to get and stay active.”

“I’m excited to get this music out to my fans, and to kids everywhere,” says Tessa. “The songs will get any kid up and moving, and the CD includes lots of healthy themes and upbeat styles that keep it fun and interesting for kids and parents alike”.

Tessa’s music goes far beyond the rehashed nursery rhymes or often over-simplified genre of children’s music and combines contemporary styles with thoughtful lyrics, presented in a way that is accessible to kids at a very young age. “As a Kindergarten teacher, I welcome the educational elements of Tessa’s music,” said Julie Dahl, whose daughter, age four, has taken Dancercise classes for the last year. “And as a parent, I really love that this music is fun for grown-ups too!”

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 through online retailers including Apple’s iTunes<sup>®</sup> store and Amazon.com. Tessa is performing live concerts throughout the Minneapolis/St.Paul metro area during the next few months, including the Mall Of America and Minnesota Children’s Museum, and promoting her unique program that helps children 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 through CDs, DVDs, Activity Books and select media partners, for consumption in every home. Find out more at [www.dancercise.com/pressroom](http://www.dancercise.com/pressroom)

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