

MEDIA ALERT

FOR IMMEDIATE RELEASE

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Dancercise Kids Founder to Perform at Mall of America®
Tessa® brings her active kids' show back to premier Minnesota shopping location

Minnetonka, Minn., March 12, 2009 – Dancercise Kids®, a provider of unique fitness and dance activities for young children, today announced that its founder, Tessa Pfeifer, will perform at Mall of America in Bloomington, Minn. as part of the Toddler Tuesday event program on Tuesday, March 17, 2009 – celebrated by many as St. Patrick's Day.

Tessa's active show for young children gets them up and moving to upbeat songs that focus on fitness, healthy habits and just plain fun. With recent appearances on KARE 11 television, the release of her new CD, "Dance It!" and the shows at Mall of America, Tessa has been working hard to put Dancercise's positive and healthy themes in front of kids everywhere.

"We're excited to have Tessa back at Mall of America," said Jennifer Renstrom, Director of Events & Marketing Operations, "Her unique blend of active songs and healthy themes are perfect for our Toddler Tuesday audience."

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.

"I'm looking forward to performing again at Mall of America," says Tessa. "The kids will have a great time dancing and singing, and we're going to have some other fun activities too!". Families attending the show will have the opportunity to participate in a Lucky Leprechaun Treasure Hunt sweepstakes, run by Dancercise, for which some great active prizes are available, including a Dancercise Summer Camp and Nickleodeon Universe® wristbands.

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 and Amazon.com. She continues to be the driving force behind Dancercise Kids, whose mission is **to help 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

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