

NEWS RELEASE

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ANNOUNCING SAN DIEGO'S FIRST AUGUST DANCE AWARENESS MONTH INITIATIVE

A Cause For Change in the Local Dance Community

SAN DIEGO, CA (July 7, 2008) -- Next month, Mina Communications and Dance San Diego Magazine are launching San Diego's first citywide August Dance Awareness Month initiative (ADAM). The concept of ADAM was developed by Jasmine Rios, freelance writer/consultant of Mina Communications. As a San Diego resident and advocate for the global dance community, Rios developed an interest in helping the San Diego dance community build a stronger presence in the local arts scene.

The first major step toward creating dance awareness in San Diego began in 1996, when Eveoke Dance Theatre introduced the Celebrate Dance Festival (CDF). Today, the annual festival in Balboa Park is considered the largest event of its kind in Southern California. The decision to hold the ADAM initiative in August was to create a variety of smaller dance events leading up to the major event, the CDF, August 22-24 in Balboa Park. Dance companies will have a full month to promote their current workshops and upcoming performance season, invite new students to attend free classes, and offer in-studio performances. The ADAM campaign will serve the dance community by promoting these local dance events throughout the month of August free of charge.

The official mission of this initiative is to help create more dialog within the San Diego dance community, educate the public about the various challenges in the local dance community, and stimulate year-round dance performance patronage. To accomplish these goals, Rios and publisher/editor in-chief of Dance San Diego Magazine, Melanie Dellas, are leading public relations and advertising campaign efforts to communicate the needs of the dance community.

Since May 2007, Rios and Dellas have helped serve as a voice for the local dance community through publishing articles on some of San Diego's most prominent dance companies including Eveoke Dance Theatre, San Diego Ballet, Jean Isaacs San Diego Dance Theater, Malashock Dance, Culture Shock Dance Troupe, and many others. Reaching out to the San Diego dance community to observe the talent and hear the stories behind each company's vision has enabled Rios and Dellas to delve into the heart of community issues and uncover the needs of many dance organizations.

Reaction to the awareness campaign from arts enthusiasts and the dance community has been encouraging. Dellas shares, "I have had several emails from local dance companies that want to help in any way they can. I believe dancers here welcome this initiative with open arms and cannot wait to see the changes."

Over the years, dance companies have observed substantial financial contributions made toward the art of music, theatre, opera, and visual arts. Six figure contributions are not uncommon, whereas annual dance company budgets are less than \$1 million on average, with sponsor and donor support included. Companies produce approximately four to five productions per year, each of which is performed over one or two weekends. Dance enthusiasts often ask, why the companies perform so few productions each year. The answer is, company budgets are consumed by production cost and short lived performance weekends are what they can afford. Dance companies would like to find out what they can do to stimulate further support from the corporate and philanthropic community.

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When sponsor and donor support falls below company needs, advertising is often compromised by publicity. Feature stories, reviews, and broadcast media coverage about dance is common in metropolitan cities across the country. Companies say that in San Diego, it's the opposite. Artists are puzzled by how challenging it has become to convince local media that dance performances, major accomplishments in the local dance world, and dance related events that impact the general public are newsworthy topics to arts enthusiasts. With such a large media community, dance companies feel increasing coverage on the art of dance is a reasonable request.

Over the next several weeks, news releases, newsletters, and advertising outlets will be used to promote the ADAM campaign/initiative. Public relations efforts will remain consistent through the end of August. The advertising media plan is projected to begin in late July. Campaign promotion efforts largely depend on sponsor support raised between now and the first week of August. All contributions are 100% tax deductible through the fiscal receiver of the ADAM campaign, the Celebrate Dance Festival. Sponsors will receive exposure in all advertising and public relations outlets that promote the ADAM initiative and dance events scheduled throughout the month of August. Dance events will include an inauguration party, dance film presentations, in-studio dance company performances, free dance classes, and the Celebrate Dance Festival in Balboa Park, August 22-24. Celebrity guest artists have also been invited to various dance events and will be announced at a later date.

"We can really make a difference," says Dellas. "I know only good can come of it. Once people see how great this year's [ADAM initiative] is for our dance community, and how badly we all need support, I know next year's initiative will be bigger and better than ever," Dellas concludes.

On behalf of the San Diego dance community, Rios and Dellas ask for your support toward this inaugural year of ADAM. All contributions will make a great difference.

Mina Communications is a private consulting business 4 the Arts. The company was founded in January 2007 by Jasmine Rios to facilitate advertising, public relations, and marketing communication service needs to independent artists and arts groups with limited resources. Rios is also a freelance writer for the national publication Dancer Magazine and writes the "Fundraising 4 the Arts" column and other feature articles for Dance San Diego Magazine.

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For further background on Mina Communications, Dance San Diego Magazine, and the CDF, visit www.minacommunications.com • www.dance-sandiego.com • www.eveoke.org

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