

**NEWS RELEASE. FOR IMMEDIATE RELEASE.**

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**THE RESULTS OF AUGUST DANCE AWARENESS MONTH**

ADAM Concludes.

SAN DIEGO, CA (August 30, 2008) -- San Diego's Inaugural August Dance Awareness Month campaign/initiative (ADAM) draws to a close this Labor Day weekend. The campaign began as an effort 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. The sizable variables involved with executing an ambitious arts campaign as this was realized from the start. But with the unwavering commitment from the two driving forces behind ADAM, Jasmine Rios of Mina Communications and Melanie Dellas of Dance San Diego Magazine, and the numerous verbal and written endorsements received from artists and arts enthusiasts, including Congresswoman Susan Davis, the launch of the 2008 ADAM campaign/initiative was inevitable.

"I applaud the efforts of Mina Communications and Dance San Diego Magazine. Dance is not only entertaining, but also educational and healthy. Dancing improves overall quality of life and it should get the attention and support it deserves. The ADAM initiative seeks to promote the art of dance, and for that, I would like to extend my sincere support. Thank you for your work, and I wish you much success in the future," writes Congresswoman Davis.

This years ADAM campaign has successfully accomplished creating more dialog within the local dance community and has served as an educational experience for many. Several local dance artists and groups have also become increasingly motivated to further dance awareness efforts beyond the two current August dance events/awareness efforts: The Celebrate Dance Festival (CDF) and ADAM. Whether these major efforts have helped stimulate dance performance patronage for the upcoming 2008/09 dance performance season; that remains to be seen.

Promotion campaign plans created for the ADAM initiative earlier this year were primarily based on Advertising supported by Public Relations efforts. To execute this media plan, financial support from donors and sponsors was an essential part of the equation. Over several months, prospective sponsors and donors were pursued. Various incentives were offered to prospects, including Advertising exposure, complimentary tickets to various dance performances in 2008, and a 100% tax deduction through the ADAM fiscal receiver. Prospects were also informed that 20% of proceeds generated were to be donated to the Celebrate Dance Festival to help cover the overhead cost to produce the festival, and the remaining proceeds would support promotion, event, and overhead cost for the ADAM initiative. Despite these efforts, this years ADAM initiative received no financial assistance.

Without an Advertising budget, publicity became the primary source for promoting the ADAM campaign

and events. Dance companies realize the challenges with acquiring publicity to promote their performances and promoting the ADAM campaign and events was no different. As a result, all ADAM events received a low audience turnout.

Organizers of the ADAM campaign are grateful to those members of the media who have taken the time to acknowledge this year's ADAM initiative. Efforts to persuade more members of the media that ADAM is a subject deserving of "attention and support," as stated by Congresswoman Davis, will remain consistent until the art of dance in San Diego is embraced by audiences with the same level of enthusiasm as the art of music, theatre, opera, and visual arts.

The inaugural ADAM initiative ends not with despair from the shortcomings in funding, publicity, and patronage, but with determination to build upon what has been accomplished this year. More dialog within the dance community has resulted, which sends a powerful message: there are issues that need to be addressed and the initiative has a significant purpose.

August Dance Awareness Month will officially conclude at Solare Ristorante & Lounge, Sun. 8/31 during Happy Hour from 4:30pm - 6:30pm. All members of the San Diego community at large are invited to attend. 2820 Roosevelt Road, SD 92106 at Liberty Station in Point Loma. [www.solarelounge.com](http://www.solarelounge.com)

Dance San Diego Magazine and Mina Communications wish to thank the following Artists, Partners, and In-Kind Donors for partaking in August Dance Awareness Month 2008:

- Nick Drago of Bravo TV's "Step It Up & Dance." [www.flow40dance.com](http://www.flow40dance.com)
- Bernadette Torres and Trystan Loucado of San Diego Ballet. [www.sandiegoballet.org](http://www.sandiegoballet.org)
- Anthony Rodriguez of Eveoke Dance Theatre. [www.eveoke.org](http://www.eveoke.org)
- Kirti Srivastava of Dil Se Dance. [www.myspace.com/dilsedance](http://www.myspace.com/dilsedance)
- The Garage Dance Company. [www.garageco.org](http://www.garageco.org)
- Adrianna Aguilar and Brian Heil of the San Diego Academy of Ballet. [http://web.mac.com/m\\_black71/sdab/Home..html](http://web.mac.com/m_black71/sdab/Home..html)
- Deven P. Brawley of d'Shire Dance. [www.dshiredance.org](http://www.dshiredance.org)
- Absinthe of A Bit O' Burlesque. [www.abitoburlesque.com](http://www.abitoburlesque.com)
- Larisa Hall of Tap Fever. [www.tapfever.com](http://www.tapfever.com)

**PARTNERS** The Garfield Theatre at the Lawrence Family Jewish Community Center, Eveoke Dance Theatre, and the San Diego Newspaper Group

**IN-KIND DONORS** Solare Ristorante & Lounge, The NTC Foundation, Liberty Station Hotels, MOPA, US Karate Academy, Great-News!, Trader Joe's, Borders, Belly Up Tavern, and A Bit O' Burlesque

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For more information on ADAM or to become involved in the ongoing efforts to keep dance awareness alive year-round, please contact Jasmine Rios at 619.851.3920 or [minacommunications@gmail.com](mailto:minacommunications@gmail.com).

Mina Communications is a private consulting business for 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.

Dance San Diego Magazine / [www.dance-sandiego.com](http://www.dance-sandiego.com) / The Celebrate Dance Festival & Eveoke Dance Theatre / [www.eveoke.org](http://www.eveoke.org)

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