



2009 Media Kit



www.OutreachThroughDance.com
Outreach Through Dance
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(858) 761-4613



[Recipient's address]

April 4, 2009

Dear [media representative's name:]

Outreach Through Dance is a production company that produces dance showcases such as "Dance For A Wish" in hopes of raising money for various non-profit, research and charitable organizations in San Diego.

Dancers from Mesa College, Grossmont College, local dance companies and various studios throughout San Diego and Los Angeles all come together to participate in this year's dance production called "Dance For A Wish" to benefit the Make-A-Wish Foundation® of San Diego. Our goal is to raise enough funds to sponsor a wish of a child. The "Dance For A Wish" showcase will feature a wide variety of hip hop and contemporary dances. Each piece will convey a different message of hope, strength, love and passion. "Dance For A Wish" will be the benchmark and an example for future dance productions.

Please take a moment to review the valuable information included in this press kit. I'm sure you'll agree that "Dance For A Wish" or any other event Outreach Through Dance produces must continue from year to year because each show will reach a bigger audience, support more businesses in San Diego and thus will affect a greater number of charitable organizations.

Thank you for your time and your interest.

Best regards,

Nick Keomahavong
Marketing/Public Relations Director
Outreach Through Dance
PO BOX 16834
San Diego, CA 92176
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Cell: (858) 761-4613



Dance For A Wish
Presented by Outreach Through Dance
Benefiting the Make-A-Wish Foundation

Mission Statement

Who We Are

Outreach Through Dance is a charitable dance production company that raises funds by producing dance showcases to benefit charitable organizations in San Diego. Our goal is to reach out to the community to show the power of giving.

What We Do

Outreach Through Dance is a production company that produces dance showcases such as “Dance For A Wish” to raise money for various non-profit, research and charitable organizations in San Diego. Dancers from local colleges and universities, dance companies and dance studios are recruited to participate in a special evening of dance in the spirit of giving. Currently, Outreach Through Dance is producing an event called “Dance For A Wish” to raise enough funds to sponsor a Make-A-Wish Child. Funds typically come from local businesses, private donations and contributions from the community. The “Dance For A Wish” showcase will feature a wide variety of hip hop and contemporary dances. Each piece will convey a different message of hope, strength, love and passion. “Dance For A Wish” will be the benchmark and an example for future dance showcases.

What We Believe

Outreach Through Dance, a valuable community resource, believes in preserving the arts, educating, promoting awareness and providing positive role models for the community. Through the power of dance, our organization conveys to people of all ages, ethnicities and backgrounds the message of hope, strength, positivity, joy and the power of giving.

KEY PERSONNEL

Melissa Adao – Artistic Director, Founder/CEO

Melissa Adao is known for her energetic performances. Melissa has danced with Unity Dance Ensemble, Urban FX, and Super Galactic Beat Manipulators. Professionally, she has worked with Lisa "Left Eye" Lopes, Andy Dick, Athena Cage, and appeared on the Nickelodeon series, "Taina" just to name a few. She also performed with the rock group No Doubt, during the Super Bowl Halftime Show. She has taught and performed internationally in Zurich, Switzerland for the Culture Shock Summer Workshop Series and in Qatar. Melissa received a B.A. degree in dance from San Diego State University. She currently teaches hip hop at Grossmont and Mesa Community College.

Nick Keomahavong – Marketing/Public Relations Director

Nick Keomahavong is a jazz and hip-hop dancer. His credits include: dancing with the World Renown Culture Shock San Diego Dance, Formality, Urban FX, SuperGalactic Beat Manipulators, Funkanometry SD, Mesa College and Sea World. Besides working as the Marketing/Public Relations Director for Outreach through Dance, Nick is a top Realtor with Prudential California Realty, a Childcare Worker at San Pasqual Academy, and is currently pursuing his masters in counseling: marriage and family therapist program. His goal is to one day become a motivational speaker and is working on authoring his first book.

Sara Orbita – Executive Director

Sara is the head coach, founder and director of the CCHS/Uni Dance Team in San Diego. Her dancing credits include: San Diego Ballet conservatory, San Diego Dance Centre, TS Body Arts, Academy of Performing Arts, back up dancer for local artists, MTV Productions: NSync's Becoming, Mesa Dance company, 220, UFX, Mel7, NYR, and Disney. Sara has choreographed for numerous high schools up and down the California Coast and charitable organizations such as MADCAPS. Sara graduated from San Diego State University and is currently attending National University in pursuit of her teaching credential and masters in Special Education.

Desiree Navadeh – Associate Director

Desiree, a native San Diegan, has dance with companies such as; Culture Shock San Diego, Super Galactic Beat Manipulators and Rejects. She is currently a back up dancer for singer Ashley Robles with UrbanFX management. Desiree earned a BS in Biology from UCSD but thrives most off the business behind arts and entertainment. She co-produced the urban dance shows "Grassroots" and "One For Gee," worked as an assistant to Jabbawokeyz LLC, held a PR internship with fashion designer Cristiane Valdez, and currently works as part of the executive team for Comedyprofessionals, a comedy entertainment powerhouse.

FOR IMMEDIATE RELEASE

April 4, 2009

Contact: Nick Keomahavong

P: (858) 761-4613 n.keomahavong@OutreachThroughDance.com

**OUTREACH THROUGH DANCE CHOOSES THE MAKE-A-WISH
FOUNDATION® OF SAN DIEGO AS THE BENEFICIARY**

Presenting “Dance For A Wish”

SAN DIEGO – Outreach Through Dance is debuting their first show, “Dance For A Wish” on September 6, 2009 at the Garfield Theatre in La Jolla, San Diego.

Outreach Through Dance chooses Make-A-Wish Foundation® of San Diego to be the beneficiary of their first dance showcase called “Dance For a Wish” which highlights the dreams, struggles, and ambitions of the artist that lives in all of us. Outreach Through Dance is a charitable dance production company that raises funds by producing dance showcases to benefit charitable organizations in San Diego. The goal of this pivotal event is to increase awareness amongst the dance community of the importance of responsibility we all have to utilize our talents, ambitions, and resources to give back in a greater way. Proceeds from the show will help to sponsor a Make-A-Wish Child.

About Outreach Through Dance- Outreach Through Dance is founded by choreographer and teacher Melissa Adao. The members of this newly formed community outreach organization have set forth to use their passion for dance as a vehicle to give back the community. The first show, “Dance for a Wish,” hopes to raise enough funds to sponsor a Make-A-Wish Child.

About the Make-A-Wish Foundation®: For more information about the Make-A-Wish Foundation®, visit www.wishsandiego.org and discover how you can share the power of a wish.

FOR IMMEDIATE RELEASE

April 1, 2009

MEDIA ADVISORY

Outreach Through Dance chooses its beneficiary: The Make-A-Wish Foundation® of San Diego

SAN DIEGO, CA – Outreach Through Dance chooses the Make-A-Wish Foundation® of San Diego to be the beneficiary of their first dance showcase called “Dance For a Wish” which highlights the dreams, struggles, and ambitions of the artist that lives in all of us. Outreach Through Dance is a charitable dance production company that raises funds by producing dance showcases to benefit charitable organizations in San Diego. The goal of this pivotal event is to increase awareness amongst the dance community of the importance of responsibility we all have to utilize our talents, ambitions, and resources to give back in a greater way. Proceeds from the show will help to sponsor a Make-A-Wish Child. “We have the ability to communicate to a community of all ages, ethnicities, backgrounds, and experiences that through adversity, there is hope and strength in life.” –Outreach Through Dance

What: “Dance For A Wish”

When: Sunday, September 6, 2009

Where: Dorothea and David Garfield Theater
4126 Executive Drive
La Jolla, CA 92037

Who: Outreach Through Dance

For more information, visit www.outreachthroughdance.com or contact Nick Keomahavong at n.keomahavong@outreachthroughdance.com