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For Immediate Release

**ACTOR AND ENTREPRENEUR TO MAKE HISTORY WITH
BAY AREA CHEER AND DANCE COMPETITION**

(BENICIA, CA) – History will be in the making as Ivory Arts Inc. presents the Bay Area’s very own Cheer and Dance competition on Saturday, April 15 at Merritt College in Oakland, California. The competition marks the first of its kind to arrive in the city and is already causing a buzz throughout the state.

The competition, which is just a kick off to the full season ahead, will showcase teams and groups from all over the country in the categories of Show Cheer, Performance Cheer, Dance Performance, Song/Pom and Jazz. Winners will take home the trophy with hope of defending their title in the upcoming season which will include local, regional and national competitions.

Ivory Arts is also excited to introduce, for the first time in the history of cheer and dance, two new categories that will redefine the industry and take competitions to a new level. T.U.R.F, which stands for “Taking Up The Room On The Floor” and Duel/Battle are the latest dance styles to hit the West Coast and will make its competition debut right here in the Bay Area. The dance style T.U.R.F originated in Oakland as an organized sport to promote healthy lifestyles and dancing as an exercise. It is very different and unique to watch as it is all about imagination and requires dancers to perform a skit/play by the use of pantomime, facial expression, movement and appropriate gestures. Dual/Battle on the other hand is just as unique in that it allows two teams to face off against one another demonstrating the latest dance moves in two 30 second intervals and one 15 second interval. The best part of all is that the winner is actually chosen by the audience and not the judges! Both have had a positive impact on youth between the ages of 10-18.

Terrence Ivory, President of Ivory Arts Inc., stated that “Our goal is to provide quality competitions that will increase the excitement of competing while promoting good sportsmanship and self-worth.”

Ivory also noted that “This competition is all about bringing something fresh and new to the Bay Area that will allow the youth to have a safe and rewarding outlet to express themselves creatively.”

And if the competition wasn’t enough to excite participants and surrounding communities, Ivory Arts will also be the first to introduce California to America’s next child sensation, Katie Painter. Miss Painter is only nine years old and is way ahead of her time. Currently residing in Fort Worth, Texas, Painter’s singing career began at the age of seven and has received the attention of major record labels with a CD soon to be released. As a regular on Radio Disney, she has performed in front of thousands and will make her first appearance in the state in April. The competition will also feature a special performance by



The Scream Team out of Vacaville, California which is a cheer performing group who really know how to get the crowd going.

Registration for the competition is currently in full swing. Teams and groups who want to be a part of this history making event should call 707-644-4569 or go to www.ivoryartsinc.com for more information and to download forms. The deadline for early bird registration is March 25, so interested parties should take action quickly to secure a spot in the competition. Sponsorship opportunities are also available.

Ivory Arts Inc. was founded in 2003 by Mr. Terrence Ivory as a Theatre and Performing Arts Company devoted to uplifting and empowering today's youth through programs that foster integrity, self-awareness and creativity. Ivory holds a Master of Fine Arts in Acting from the prestigious Actors Studio Program in New York City and believes that theatre arts has an impact that goes beyond the stage – it improves performance in school and life. The Cheer and Dance competition is just one division of Ivory Arts as the company will soon launch its Theatre division this year which will provide another positive outlet for youth of all ages.

For more information about Ivory Arts Inc. and the Cheer and Dance competition, go to www.ivoryartsinc.com.