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## **FRED ASTAIRE DANCE STUDIOS' PROS WILL MARCH IN THIS YEAR'S MACY'S THANKSGIVING DAY PARADE!**

***Instructors from Across the Country Will Help Ring-In the Holiday Season***

(Longmeadow MA, November 15, 2018): Since 1947, Fred Astaire Dance Studios (FADS), the nation's fastest-growing dance instruction franchise organization, has been teaching couples, singles and kids to stand out on the dance floor, and have lots of fun doing it. Next Thursday, November 22nd, nearly 80 FADS Instructors will practice what they preach, as they make their debut in the Macy's Thanksgiving Day Parade, in New York City! The participants – all Professional Dancers who represent Fred Astaire Dance Studio locations across the country – will walk (and dance!) the Parade route, & perform a special routine in Herald Square.

Stephen Knight, FADS' Executive Dance Board Director, leads this performance group. "It's such an honor to represent our company – and the iconic style and grace of Mr. Fred Astaire himself – in this historic Parade. Our Dancers look forward to sharing their talents with a review that harkens back to the Golden Age of Hollywood, with some modern-day glitz & glamour, too."

Bringing the group together took some coordination. "Our dancers are based in studios from coast to coast, so we had to be creative", says Knight. "The choreography was videotaped so each couple could master the steps in their own studios. We then held full group rehearsals in early November, at Fred Astaire's annual National Dance Championships in Orlando, FL. We're working with a top-notch partner, too. The Ladies' gowns were designed & provided by Dress4Dance, a major couture company in the ballroom industry."

The troupe arrives in NYC on Tuesday, for final rehearsals & Herald Square stage blocking. "Of course, having the Herald Square performance televised would be out-of-this-world amazing – but honestly, we are just thrilled to add our part to this iconic holiday tradition." The Macy's Thanksgiving Day Parade began in 1924, and today is seen by over 50 million people, in person and on TV. In the U.S., the Parade is televised on NBC-TV, and will air 9am-12noon ET.

Fred Astaire Dance Studios was co-founded in 1947 by Mr. Fred Astaire himself, who wanted to ensure his dance techniques, and the joy of dance, could be passed on to the public. Today, the company operates over 180 locations in the U.S. and around the world, teaching social and competitive partner dance, and enriching lives through the positive, transforming power of dance.

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