



## **“Fast Facts”**

- COMPANY FOUNDING: Fred Astaire Dance Studios® was co-founded in 1947 by Mr. Fred Astaire, along with business partners Charles and Chester Casanave.
- FIRST STUDIO: The very first Fred Astaire Dance Studios® location was on Park Avenue in midtown Manhattan, NYC – and Fred Astaire himself was an occasional dance instructor!
- NETWORK SIZE: Today, our franchise network includes over 180 dance studio locations across the United States and around the world.
- OUR STUDENTS: Last year in the US (2019), our certified Dance Instructors led over 590,075 Private dance lessons, with over 25,000 students! We welcome everyone who is interested in starting their dance journey... because we believe that, “dance is for everybody... and for every body!” Why do customers stay with Fred Astaire Dance Studios®? Because of the atmosphere of kindness, warmth and fun at every location. It's what our clients tell us they notice from the first time they step inside – an energy and sense of “FADS community” that is welcoming, non-judgmental, and FUN!
- DANCE COMPETITIONS: Fred Astaire Dance Studios® hosts an average of 35 spectacular branded National, Inter-Regional and Regional Dance Competitions annually.
- OUR INSTRUCTORS: Our certified Dance Instructors are experts in all [types of ballroom dance](#) (both International and American styles), plus Country Western partner & line dances, wedding dance choreography, Exhibition /Theatre Arts, Club Dances, Hip-Hop, ParaDance, Kids' Dance, and much more! Our on-going curriculum review, and Instructor Certification and training programs ensure only the highest-quality teachers & dance programs are offered to our students.
- OUR MISSION STATEMENT: *We are global family, proudly honoring the legacy of Mr. Fred Astaire, committed to pursuing excellence of life through dance.*
- OUR BRAND PROMISE: *Enriching lives – physically, mentally, emotionally & socially, through the positive, transforming power of dance.*

While our roots are firmly grounded in the glamorous *Golden Age of Hollywood*, today we're equally proud of the [state-of-the-art online tools](#) we've created that help guide our students even further on their dance journey. These value-added benefits, combined with our history of dance excellence, will continue to position Fred Astaire Dance Studios® as the leader in ballroom dance instruction across the country and around the world!