

# Press Release

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## I Who we are...

The Triple Crown & Crown Jewel of DanceSport Championships is four (4) week long competitive ballroom dancing conventions "Open to the World" produced by Dance Consultants Unlimited, Inc. (DCU, Inc.) ,owned and operated by Lakewood Ranch residents Larry and Dianne Dean.

DCU, Inc. will be celebrating its **40th year** beginning April., 2012. The Triple Crown & Crown Jewel of DanceSport Championships' year begins with the *Southeastern States*, goes through the *Southern States*, *the Crown Jewel*, and finally culminates with the *Florida State*.

*This Years Pro Show  
By World & National  
Latin DanceSpecialist  
"Eugene & Maria"*

**The 2011 Crown Jewel of DanceSport** ([www.crownjewelofdancesport.com](http://www.crownjewelofdancesport.com))  
(a.k.a *The Third Jewel of the Triple Crown & Crown Jewel - 7th Annual*)

To be held at The Ritz-Carlton Hotel in Ft. Lauderdale, FL **May 19-22, 2011**. Formerly known as "The Central Florida Heat," prior locations of this event were held at The Hilton Hotel in Daytona Beach, FL and The Renaissance Eden Roc Resort & Spa in Miami Beach, FL.

**The 2011 Florida State DanceSport Championships** ([www.flstatedance.com](http://www.flstatedance.com))  
(a.k.a *The Fourth & Final Jewel of the Triple Crown & Crown Jewel - 39th Annual*)

Held for 19 years at the 5-Star, 5-Diamond, Breakers Hotel & Resort in Palm Beach, Florida, for 7 years at the 5-Star, 5-Diamond Boca Resort & Club in Boca Raton, Florida. This event is the largest of the 4 conventions produced by DCU, Inc. and is now held, the last 10 years, at another, 5-Star caliber venue, The Ritz-Carlton in Sarasota, FL from **Aug. 2-7, 2011**.

**The 2011 Southeastern States DanceSport Championships** ([www.sestatesdance.com](http://www.sestatesdance.com))  
(a.k.a *The First Jewel of the Triple Crown & Crown Jewel - 39th Annual*)

To be held **Nov. 30 - Dec.4, 2011** at The Renaissance Orlando Hotel At SeaWorld. This convention varies locations within the Southeast. Prior hosting cities/facilities include The Beau Rivage Casino, Biloxi, MS, The Westin Resort in Hilton Head Island, SC, The Peabody Hotel in Orlando, FL and The Pier 66 in Fort Lauderdale, FL.

**The 2012 Southern States DanceSport Championships** ([www.sostatesdance.com](http://www.sostatesdance.com))  
(a.k.a *The Second Jewel of the Triple Crown & Crown Jewel - 40th Annual*)

To be held at The 5-Star Ritz-Carlton Hotel in New Orleans, LA, **April 4-8, 2012**. One of the prior locations of this event was held at JW Marriott, New Orleans & The Peabody Hotel in Memphis, TN.

*Announcing 2012  
At All Ritz-Carlton's*

The Dean's increased the Florida State Top Teachers' Purse by \$10,000, making it \$30,000: the largest Top Teacher Purses ever offered! Dean states that he wishes to practice what he preaches—to give as much back as possible, to thank everyone for their increased support, and to preserve the art and sport of ballroom dancing for future generations.

In 2002, The Florida State DanceSport Championships was the official International Dance Organization (IDO) World Disco Hustle and Swing Championship Finals. Furthermore, it was the United States qualifying event for the year 2002.

Quotes by Keith Todd, Editor of *Dance Beat*:

“Larry and Dianne have brought the Triple Crown & Crown Jewel events to what is probably the most prestigious, and certainly the richest in terms of prize money, group of events in the USA.”

“Larry expressed that his one ongoing desire has been to see professional dancers adequately rewarded financially. In that, he and Dianne have made more progress than anyone else in the promotional field to date.”

The Triple Crown & Crown Jewel Of DanceSport Championships are known as the “classiest dancesport championships.” The Triple Crown & Crown Jewel of DanceSport Championships are the only events to be exclusively held at 4-&5-Star venues.

Exit surveys show that attendees consistently give the Triple Crown & Crown Jewel Of DanceSport Championships an overall rating of EXCELLENT!

## II Terminology

DanceSport (also, dancesport) is the competitive form of ballroom dancing.

There are amateur competitors and professional competitors.

- Two Amateurs dancing together are an Amateur Couple.
- An Amateur partnering with a Professional is a Pro/Am Couple.
- Two Professionals dancing together are a Professional Couple.

There are five main categories of dancesport:

**International Ballroom** and **American Smooth** are the two *ballroom* categories where the men’s attire is white tie and tails and the ladies’ flowing gowns. These categories include dances such as the waltz, tango, foxtrot, viennese waltz, peabody and quickstep. (melodic music)

**International Latin** and **American Rhythm** are the two *latin* categories with body-revealing attire and dances such as the rumba, cha-cha, swing, samba, mambo, merengue, bolero, jive, and paso doble. (up beat music)

**Theatre Arts/Showdance** is an interpretive performance which combines dramatic lifts and aestheticism with the grace and elegance of ballet.

## III Demographics as cited by The National Dance Council of America

The governing bodies of the dancesport industry are:

- The National Dance Council of America (NDCA)
- The World Dance Sport Council (WDC)

The two major dancesport periodicals are *Dance Beat* and *Dance Week*.

In 1995, the Int’l. Olympic Committee granted dancesport provisional recognition and in September 1997, full recognition.

There are 200+ major dancesport championships a year in the United States.

35 million Americans go ballroom dancing several times a year at public functions and clubs. Of those, 5 million are serious dancers who take lessons two or more times a week and 750,000 are avid competitors.

Competitors range in age from 5 to 90+.

60% of those participating in ballroom dance across the country are couples in their 30's.

There are 10,000+ registered dancesport professionals in the United States, up from 250, twenty years ago.

450 colleges and universities participate in dancesport. This number is steadily increasing. Currently, Brigham Young University offers a major in ballroom dance and is home of the world champion BYU Formation Team.

Ballroom dancing is an effective aerobic exercise. *Sports Illustrated* cites that German doctors tested the country's 800-meter running champion and its amateur dance champions and found no significant athletic difference between running 800 meters and performing the quickstep for 1-1/2 minutes.

IV Discounted Ticket Prices

Morning Sessions.....	\$15
Afternoon Sessions.....	\$20
Evenings.....	\$40-\$50

V How to Contact Us

**Up Until May 16th , 2011**

Call for more info at 941-753-7940

**After May 16th, 2011**

Call The Ritz-Carlton Hotel - Ft. Lauderdale (954) 465-2300  
Request The Dean's Suite or Mr Dean's Cell (561-308-6080)

Web Site: [www.triplecrowndance.com](http://www.triplecrowndance.com) or [www.crownjewelofdancesport.com](http://www.crownjewelofdancesport.com)

Email: [deansofdance@aol.com](mailto:deansofdance@aol.com)

**After May 18th , 2011**

Call (954) 465-2300 & Ask For The Dance Consultants's Will Call Office  
or Mr Dean's Cell (561-308-6080)

THE LEARNING CHANNELS "BALLROOM BOOTCAMP"

**Realty TV made it's way to the Suncoast.**

2005 Florida State Dancesport Championships at The Ritz-Carlton, Sarasota, Florida was shown as part of the series "Ballroom Bootcamp" on TLC .