



**"HISTORY OF THE BEAT"  
THE LANGUAGE OF DANCE**

The month of February is generally known for celebrating sweet, sweet Amore. Whether you have someone special in your life or are looking for love in all the right (or wrong) places, dancing is the best way to rekindle an existing relationship, work on knowing someone better in a new relationship or perhaps find your soul mate on the dance floor (we've seen it happen).

Temperatures rise...sparks fly...hearts flutter...pulses race. There's nothing like a sexy Samba or Tango to bring two people closer for Valentines, an anniversary or an upcoming wedding. If you are single and feel a little left-out, don't fret. In some respects, you are envied. While those who have that special someone to share a dance with is

all good and well, think of all the different dances and dance partners you can enjoy as a "singleton"!

Whether married and "comfortable"; dating and "not sure"; in a relationship and "hoping" or single and "loving it", dancing doesn't discriminate when it comes to your gender, age, race or commitment status. Indeed, all we need is love. Perhaps not with the person that you are dancing with or the song that you are dancing to, but simply for the love of dancing...the connection you feel in the moment...the pleasure you get from the movements...the lessons that last long after the passion is gone. Dancing is forever.



**"ALL ABOUT FRED"**

**DO YOU KNOW FRED?**

How well do you know the legend? Challenge your Fred knowledge and You'll be rewarded! Answer the following question correctly and receive a complimentary lesson! We prefer if you go with your gut and not with an online source!

**"Who wrote the musical score for the 1935 film "Top Hat" that was nominated for an Oscar?"**

Please send answers to [central@fredastairetampabay.com](mailto:central@fredastairetampabay.com)

**NOW, THAT'S A GREAT LINE!**

"I don't make love by kissing, I make love by dancing." - Fred Astaire

**FRED'S CALENDAR OF EVENTS**

**THIS IS JUST THE BEGINNING**

Beginning Friday, February 12th, ALL 4 studio locations will feature a Beginner's Group Class at 7:00pm. This is your chance to learn the basic three dances in 40 minutes and find out how easy and simple it is to learn from trained dance professionals that understand great dancing begins with fundamental straightforward lessons.

**YOU AND A GUEST ARE INVITED**

Also, beginning Friday, February 12th, ALL four studio locations will host GUEST PARTIES at 8:00pm. You and a guest will enjoy a show by Fred Astaire professionals, demonstrating different levels of a particular dance such as the Tango, Foxtrot, Rumba, Waltz and Cha Cha. You will see firsthand from these levels how you will be dancing after 20 lessons, after 50 lessons, etc...So grab a friend for this upcoming Guest Party, have a few drinks on Fred and see how well you'll be dancing in no time!

**BACK BY POPULAR DEMAND...**

If you haven't taken advantage of the **FREE** dance fitness sessions yet, you can still join in the **ULTIMATE** alternative way to exercise with dance moves to the Salsa, Mamba and Swing. You'll learn some dance steps and burn up to 500 calories all while having a crazy good time! The sessions will continue to be offered for **FREE** until the end of February. Beginning March 1st, they will be offered at \$20 per session for new students at all of the four studio locations.



**IN THE NEWS**

**"CAN'T STOP TALKING"**

**FRED HONORS**

Regional competition, The Freddy Ball, was held on January 29-30, 2010 at the Harbor Island Westin in Tampa. Professional and amateur dancers showed Fred Astaire national judges some seriously fancy-foot-work during the two day competition that attracted several hundred people. The last night was reserved for the Freddy Ball awards ceremony that honored the best of 2009 students and instructors for their various contributions throughout the year. Congratulations to all the winners and we look forward to seeing you at next year's Ball!



**FRED JOINS RELAY**

On April 23 & 24, 2010, all four Fred Astaire studios will combine forces to join in the fight for Cancer at the American Cancer Society, South Tampa Relay For Life. The Fred team will partner with the Icon B. Marketing & Publicity team to donate their talents and time by offering dance lessons all in the name of raising money during the all-night charity event. Relay For Life is a life-changing event that gives everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. At Relay, teams of people camp out at a local high school (South Tampa Relay will be held at Plant High School), park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Because cancer never sleeps, Relays are overnight events and 18 hours in length. For more information on Relay For Life and how get involved, please visit [www.relayforlife.org/southtampaffl](http://www.relayforlife.org/southtampaffl). Stay tuned for more details on Fred at the Relay in the March newsletter!



**WE'RE GOOD!**

Fred Astaire Dance Studio Central Ave location is the third most successful location in the country! Not bad considering there are 142 studios throughout the Continental US and even several in Canada. AMAZING job Central Ave!



**SPECIALS**

**HOW SWEET IT IS**  
Purchase two Private Lessons for \$49 from now until February 28th. Offer applies to new students only and honored at any of the 4 studio locations.

**DANCE CARD**

**CLASS SCHEDULES OFFERED AT ALL FOUR STUDIO LOCATIONS**

**Monday:**

**6:15pm FITNESS WITH FRED** dance workout sessions (FREE until February 28th and beginning March 1st, \$20 per session for new students)

**Wednesday:**

**7:00pm "FITNESS WITH FRED"** dance workout sessions (FREE until February 28th and beginning March 1st, \$20 per session for new students)

**Thursday at 7:00pm:**

**25th Tango Classes**

**Friday:**

**7:00pm Beginner's Group Class**  
**8:00pm Guest Party**



**DANCING TIPS AND FUN FACTS**

**IN THE MIX**

If each person dances with only one or two others, the social dynamics of dancing will be compromised. For that reason, dance etiquette strongly encourages everyone to dance with many different partners to ensure a diversity of partnerships on the floor and give everyone a chance to dance. Specifically, dance etiquette rules against asking the same partner for more than two consecutive dances. So mix it up with a variety of partners. You may teach them something or they may teach you something. But you won't know until you mingle and socialize with a variety of people!

**DANCE TO LOVE**

The Rumba originated in Cuba and derived from several sources, especially from the rhythms of Africa. The Rumba is the most sensual Latin dance and is known as the "Dance of Love".

**FEATURED PROFILE**

**"UP CLOSE AND PERSONAL" with Dance Instructor MICHAEL HOUSEL**

Michael (Mikey) Housel has been with Fred Astaire Dance Studios for 17 years as an amateur dancer and a professional instructor. Michael says the Central studio "made him who he is today" with the expanding opportunities and training offered to instructors on a constant basis at Fred Astaire. He's been the top overall male instructor for the last two years that includes top in lessons taught and top in enrollments. He's concentrated his entire career as an instructor because he loves to watch his students grow. So many of them have achieved their goals both on and off the dance floor! He's been able to watch his students "come out of their shell," excel in their careers because of the confidence they have gained, and recover from losing a loved one (just to name a few)! When he's not in the studio, Michael spends his spare time attending little league baseball and being the best father he knows how to be.



**TAMPA BAY LOCATIONS**

**ST. PETERSBURG NORTH**  
5905 4th Street North  
St. Petersburg, FL 33703  
Phone: 727-525-2500

**ST. PETERSBURG CENTRAL**  
7019 Central Avenue  
St. Petersburg, FL 33710  
Phone: 727-347-7700

**PALM HARBOR**  
32828 US Highway 19N  
Palm Harbor, FL 34684  
Phone: 727-447-9885

**SAFETY HARBOR**  
801 Main Street  
Safety Harbor, FL 34695  
Phone: 727-723-2523

