

## Media Advisory

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*For Immediate release*

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### **A Social Affair Opens Avondale/Ortega Studio** *Jacksonville's favorite dance studio is expanding once again*

**Jacksonville, Fla., October 10, 2007** – One of Jacksonville's favorite dance studios, A Social Affair Dance Studios Inc., has opened its newest location in the Avondale/Ortega area, at 5393 Roosevelt Blvd, at the corner of Ortega and Roosevelt Boulevards. The world-class instructors at A Social Affair will now be providing much-needed dance instruction to the Avondale/Ortega area.

“Once we opened the Orange Park studio, we received so many inquiries from the Ortega/Avondale area that it was obvious we needed to open a studio there. From that point, everything just fell into place. We also needed another studio to accommodate our growing staff — in the last month we have had new staff members join us from Mississippi, Alabama, and the Ukraine.” said Chris Thomas, co-owner of A Social Affair. “We plan to continue our growth wherever we see the need for quality dance instruction.”

A Social Affair now has four Jacksonville-area locations and has become the fastest growing dance studios in the area. A Social Affair teaches weekly dance parties, group lessons and private lessons. The studios teach all of the various types of ballroom, social and night club dances. Students range from teens to the elderly, couples learning for their wedding to those who wish to dance at a competitive level.

In addition to opening the Ortega/Avondale studio, A Social Affair just completed the fifth “Jacksonville Dancing With The Stars.” The event was held on **Saturday, September 29, 2006** at The University of North Florida's University Center. The studios raised \$7,500 for Making Strides for Breast Cancer and The American Cancer Society. Local celebrities teamed up with A Social Affair's professionals will compete in the local competition and benefit. Their next event will be held on June 7, 2008. For more information visit [www.asocialaffair.net](http://www.asocialaffair.net).

*A Social Affair, founded in 1995 by Chris Thomas and now owned with partners Larry Audije and Joseph Gresser, teaches ballroom, Latin and other social partner dances, as well as trains and performs on a regular basis. The studios, located at 9850 San Jose Blvd., 13947 Beach Blvd, 700 Blanding Blvd. and now 5393 Roosevelt Blvd. has grown in popularity over the past few years as partner dancing has become mainstream. The studios have more than 200 active students in the Jacksonville area.*

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