



PRESS RELEASE

## FOR IMMEDIATE RELEASE (February 2025)



PRESS RELEASE

\*\*\*\*\* S T A R T \*\*\*\*\*

### Introducing the Foundation for the Preservation and Promotion of Square Dancing

Hey square dance enthusiasts! If you've been involved in the square dance community for any length of time, you've heard about CALLERLAB: The International Organization of Square Dance Callers. Folks might immediately think of definitions or a list of calls, but our organization offers more benefits. In this issue, let's explore the CALLERLAB Foundation and discuss the current campaign entitled, "\$50K for the 50th".

The Foundation is the heartbeat behind several efforts that keep our beloved activity alive. Founded in 1992, the Foundation is a 501(c)(3) tax-exempt organization. This means it's not just a place where you can donate—it's a powerful entity dedicated to raising funds for projects that support our activity. The mission is simple: preserve, promote, and protect square dancing. Recent projects include: three high-quality professional videos from Sleight Advertising, the website <http://www.LiveLivelySquareDance.com> focused on marketing our activity to non-dancers, and caller scholarships providing financial assistance to callers seeking to further their education. This last one has a real grassroots impact on square dancing in an area. These callers are attending caller schools and going home equipped with the tools to teach a workshop, call their first dance, or lead a Square Dance Party with a group of non-dancers.

Now, here's the exciting part: the Ways & Means Committee of CALLERLAB is leading an ambitious campaign called "50k for the 50th." The goal? To raise \$50,000 before the closing session of the 50th CALLERLAB Convention in Greenville, SC. But wait, there's more—10 generous individuals/couples have pledged \$5,000 each to match those donations, meaning we could raise a total of \$100,000 for the Foundation!

So, how can you get involved? There are plenty of ways to contribute:

1. Host a Fundraiser Dance: You can put on a special dance in your area, whether it's a club night or an association event.
2. Think Outside The Square: Look for additional revenue potentials like Split the Box or a silent auction. In Wilmore, Kentucky dancers have the opportunity to bid on pies and other sweet treats in a silent auction. One particularly creative fundraising idea came from Ways & Means Vice Chair, **John Sloper**. During the holiday season, John, who's also known as Santa Claus, donated proceeds from his "Pictures with Santa" dance. Who knew Santa could help raise money for square dancing?
3. Make a Direct Donation: If hosting an event isn't possible for you, you can still contribute directly on the Foundation's website at [www.callerlabfoundation.com](http://www.callerlabfoundation.com). Just click on the "Make A Donation" tab.

And here's an inspiring story: **Charlie Petrea**, from Georgia, found a scholarship through the CALLERLAB website to attend the Music City Spectacular Caller School in Nashville, TN with

coaches **Tony Oxendine** and **Ted Lizotte**. That school gave him the tools he needed and built his confidence to become a club caller for the Cherokee Promenaders. Now, he is teaching classes, traveling and entertaining dancers around the southeast. Charlie's message is "to keep learning, persevere, and always strive to be a better caller."

So, whether you're hosting a fundraiser, donating, or simply spreading the word about the Foundation, your support matters. Together, we can keep square dancing strong for generations to come. Let's make the 50th CALLERLAB Convention special and exceed our goal of "\$50K for the 50th".

**\* \* \* \* \* E N D \* \* \* \* \***

**We thank you for the coverage you have given us in the past and for your continued support in the future.**