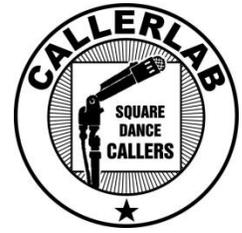




**FOR IMMEDIATE RELEASE**

**(January 2023)**



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

**CALLERLAB ANNOUNCES A NEW DANCER MARKETING WEB SITE WITH FREE PROMOTIONAL VIDEOS**

The CALLERLAB Marketing Committee teamed up with Sleight Advertising of Omaha, NE to create a new professional web site and series of videos available to callers, clubs and local associations in efforts to aid the promotion of square dancing. Working alongside several members of the CALLERLAB Marketing Committee, Sleight developed a professional, well thought out web site representing our marketing insights to the non-dancing public. The site includes the promotional videos that were launched at the 2022 CALLERLAB Convention.

This project is sponsored by CALLERLAB and the CALLERLAB Foundation. CALLERLAB, the International Association of Square Dance Callers is based in Greenwood, IN with over 1,000 members from around the world. Their mission statement is “To foster the art of square dance calling and improve caller skills. The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing’s purpose is to support the funding of projects which will preserve and promote square dancing.

The new marketing web site can be accessed at [livelivelsquaredance.com](http://livelivelsquaredance.com). The CALLERLAB Marketing Committee recommends attaching this URL to all promotional activity done by callers and clubs when recruiting new dancers. It will be a great tool to familiarize prospective dancers with the square dance activity.

The promotional videos are available on the [CALLERLAB YouTube Channel](#) as well as on the new [livelivelsquaredance.com](http://livelivelsquaredance.com) web site. The videos can be embedded on square dance websites and shared on social media. They are provided for use at no cost. However, for a small additional fee, clubs can customize the last slide of the longer video to include your next event, date, and contact information. The fee is \$25.00 and a link will be provided for you to download the completed project. Requests should be submitted to [info@CALLERLAB.org](mailto:info@CALLERLAB.org).

More information about the Marketing Committee work can be found at [callerlab.org/marketing](http://callerlab.org/marketing). For additional questions, please contact the Home Office at [info@CALLERLAB.org](mailto:info@CALLERLAB.org) or Jack Pladdys at [jpladdys@gmail.com](mailto:jpladdys@gmail.com).

Thanks,

Jack Pladdys, CALLERLAB Marketing Committee Chair  
Justin Russell, CALLERLAB Marketing Committee Vice-Chair

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

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