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FOR IMMEDIATE RELEASE

### **JAMfest Super Dance Nationals to draw more than 7,000 people to Northern Kentucky**

Over 4,500 dancers and their families will take over the NKY Riverfront on February 14, 15, and 16, 2014. JAMfest Dance Super Nationals will return to the Northern Kentucky/Cincinnati region for the 10<sup>th</sup> year in a row to host the largest all-star dance competition in the world! This event is devoted specifically to dancers, and the weekend will boast over 300 dance teams athletic performances. The event will be held at the Northern Kentucky Convention Center, and will last from approximately 3:00 p.m.- 9:00 p.m. on Friday and from 7:00 a.m.–10:00 p.m. on Saturday and Sunday.

Admission is FREE to the public and there will be plenty for the entire family with 3 arenas being used at all times. Lil 'C, The King of Krump, will be the 2014 JAMfest Dance Super Nationals Master Class Instructor! He has been seen judging on "So You Think You Can Dance," and dancing for Madonna, Missy Elliot, and the documentary Rize. The master classes start Friday night with an intermediate session at 6:00 p.m. and an advanced class at 8:00 p.m. and are for the competitors only. The sessions continue on Saturday with a Lil 'C Meet and Greet at 9:30 a.m. and classes taking place throughout the entire day.

This event will feature over 300 all-star and school dance teams from 17 different states including Alaska, California, Colorado, Florida, Indiana, Illinois, Kentucky, Maryland, Missouri, Michigan, Ohio, Oklahoma, Pennsylvania, South Dakota, Texas, Virginia, and Wisconsin, and even international teams from Japan and Mexico.

JAMfest Dance Super Nationals will attract nearly 4,500 dancers, aged 4-34 years old, and more than 5,000 spectators. Teams will compete for National Championships in their respective divisions and for overall Grand Champion awards. Each team will compete once on Saturday and once on Sunday for the honor to be a National Champion. Routines will be scored and critiqued by a panel of respected national judges in the dance industry and all awards will be given out on Sunday. National Champions will receive a National Champion trophy and banner, as well as individual jackets. JAMfest will be giving out 9 world bids to the highest scoring teams throughout the weekend. The only way that a team is able to go to the World Championship is by receiving one of these bids.

JAMfest Dance Super Nationals is produced by JAMfest, located in Louisville, KY, and has been producing and directing events for 18 years and currently has over 60 events all over the country. JAMfest is part of The JAM Brands, a company that offers all products and services related to cheerleading and dance. The JAM Brands will produce nearly 200 events this year and is even branching out to competitions in Japan and England!

"Northern Kentucky Convention Center continues to be a family-friendly and affordable convenient location to host this national youth event, the largest to date. This growing success also reinforces the strength of our region as an amateur sports market destination," said Eric Summe, President and CEO of Northern Kentucky Convention and Visitors Bureau.

"We're thrilled to team up with the Greater Cincinnati Sports Corporation and NKY Convention & Visitors Bureau to host this premier dance event which is the LARGEST all-star dance nationals in the U.S. This is a perfect environment for our athletes and their families. It is welcoming and accommodating to all involved. We look forward to an ongoing team effort committed to this events future growth," said Aaron Flaker, Co-owner of The JAM Brands.

*The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati & Northern Kentucky region as a premier sports destination. We have a 25-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. GCSC is funded in part by and represents the Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information on GCSC or a full calendar, visit [www.CincySports.org](http://www.CincySports.org).*

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