

**DANCE ACTION ATTRACTS THOUSANDS TO SAN JOSE
CENTER FOR THE PERFORMING ARTS**

***850 Young Dancers from Around the South Bay Assembled for One of the
Largest Productions of Its Kind***

May 15, 2006 (San José, CA)—Dance Action Academy announced today that more than 5000 tickets were purchased for the production of “*Aladdin’s Adventures*” at the San Jose Center for the Performing Arts (CPA) on May 12th and 13th, 2006. “We knew the show was going to be a huge success after we sold more than 2000 tickets the first day,” said Elaina Fierro, Assistant Director. This annual dance extravaganza assembled 850 young dancers from around the South Bay for one of the largest productions of its kind. The show was created for adults and children of all ages and featured young dancers, pre-school age and up, from Action Day Nurseries, Primary Plus Schools and West Valley Middle School. Within the show’s cast and crew there are many fascinating stories from around the South Bay.

Suzette Alvarado of Willow Glen (affectionately known as Miss Suzette) is in her 26th year as the Executive Director of Action Day/Primary Plus Schools’ Dance Action Academy. Under her guidance, enrollment has grown to more than 850 students and Dance Action has emerged as one of the premier dance programs in the South Bay. In 2005, Bay Area parents voted Dance Action Academy as one of the area’s “Best Dance Programs” in the pages of Bay Area Parent Magazine’s 2005 Best of the Best Book. “We were very excited by the positive response we have received from our students and the parents of this community. Over the years, we have been able to move entire families of siblings through our programs,” said Suzette Alvarado, Executive Director of Dance Action Academy.

In her first big on-stage performance, little Jenny Hull of Saratoga, a 5 year old kindergarten student from Amber Elementary School was selected from more than one hundred young dancers to star in a lead role as Abu the Monkey. "Jenny was very excited about the prospect of playing Abu and I know has enjoyed every minute of rehearsal and the performances. I can't say enough about the great job her instructors did getting her ready, said her mother, Linda Hull.

Lauren McDermott of San Jose is a dance teacher with Dance Action and she herself was a young dance student in the Aladdin production 9 years ago. She now teaches the children that performed in this current production of Aladdin. “I grew up with Dance Action and I have always appreciated the love and commitment that my instructors gave to me. So I am pleased to carry on the tradition of dedication and give back to the next generation of young dancers,” said Ms. McDermott.

Ron Martin of Campbell is a teacher at Primary Plus Elementary School and played a leading role as the Genie. Ron has played a lead role in the show for the past 8 years. “When Miss Suzette asked if I would help out with the annual dance recital all those years ago, I had no idea I would now be starring in my eighth lead role. It has been a joy to work with the staff and students on these shows,” said Mr. Martin. “My favorite part was the wizard in ‘The Wizard of Oz’. But Aladdin has been a family favorite for so

many years that it was very special and fun too. My daughter is now dancing in these shows and that makes it so wonderful for both of us.”

Andrew Roberts of Santa Clara is a student at West Valley Middle School, and he played the lead role in the show, *Aladdin*. An accomplished performer at age 11, Andrew is starring in his second lead role at the CPA. Last year, he played the lead in *Pinocchio*. “We have so many great dancers in the program now, and since I got the lead last year, I was worried there was no way I would get the lead again. But Miss Suzette just told me to keep working hard and to do my best and anything could happen. Well I did and she was right,” said Andrew. “I’m so pleased that for the last couple of years, our West Valley Middle School students were able to lead us on stage as they continue their dance experience with Dance Action,” said Suzette Alvarado, Executive Director of Dance Action Academy.

Carole Freitas of Los Gatos is founder and owner of Action Day/Primary Plus Schools and Dance Action Academy. Her successful dance production is just another example of the enriching extracurricular activities she has always encouraged for her students. In September 2005, a group of her second grade students raised \$1025 for Hurricane Katrina victims from a bake sale, in a single afternoon. And in December 2005, San Jose Mayor Ron Gonzales and President of Jefferson Parish, LA, Aaron Broussard united in honoring dance students from Dance Action for assisting hurricane survivors with their emotional recovery by participating in the *Amazing Kids! Pen Pals for Hurricane Survivors Program*. “Helping parents create thoughtful and well rounded children was the basis of the founding philosophy for my schools and Dance Action continues to be one of my strongest examples of this,” said Carole Freitas, founder of Action Day/Primary Plus Schools.

More About The Show

The thousands in attendance witnessed in delight the excitement of the *Cave of Wonders*, a *Market Place in Bombay* and the *Barbies of Babylon*. Family and friends were able to see their favorite Princess, Jasmine and travel with her to the *Golden Land of Pyramids* to see the *Sultan Sand Dancers*, and experience the brilliance of the *Arabian Nite Lights* and the *Radiant Jewels of the Nile*.

Jon Nothwang of San Jose heads *Mussons Theatrical*, a professional lighting and scenery co. and they have built Dance Action’s sets, designed the lighting, and created the magical special effects for their shows at the CPA for the past 26 years. In fact, Dance Action has worked with Jon and the same union crews that work with the professional performers that come to the CPA to perform. “We have always been thrilled by the idea that we use the same industry professionals and dressing rooms as some of the legendary performers in show business, such as the likes of Bob Hope, Liza Minnelli and Vincent Price,” said Suzette Alvarado, Executive Director Dance Action Academy.

Show I, featured Pruneridge, Moorpark, Amber and Lincoln Schools took place on Friday, May 12, 2006 at 7:00 pm and Show II, featuring El Quito, University, Phelan, Mountain View, West Valley Middle School, Coventry and Allen Schools took place on Saturday, May 13, 2006 at 2:00 pm.

“After witnessing the year or patience and dedication that Miss Suzette put into each of her dancers for this year’s recital, and seeing the beautifully choreographed fruits of their labor on stage, it is no wonder why Bay Area parents voted Dance Action one of the area’s Best Dance Programs in the area,” said Carole Freitas, founder of Action Day/Primary Plus Schools.

More About Dance Action

In 2005, Bay Area parents chose Dance Action Academy as one of the area’s “Best Dance Programs” in the pages of Bay Area Parent Magazine’s 2005 “Best of the Best Book.” A part of Action Day/Primary Plus School, the dance program began in 1976 and today enrolls more than 850 students and offers classes for all ages from infant to adult including ballet, tap and jazz/hip-hop, as well as tumbling, acrobatics, cheerleading and karate. Dance Action also offers Saturday Mommy & Me classes -- one for children ages 6-14 months and one for 15 months to 2.5 years.”

More About Action Day/Primary Plus Schools

Action Day/Primary Plus operates nine South Bay Area schools, providing infant care, preschool, private elementary and middle school, as well as academic classes (K-8th Grade) with extended day care. Founded in 1968 by Carole and John Freitas, Action Day /Primary Plus have 3,250 children enrolled and 535 employees.

Action Day Nursery School was chosen as one of the area’s “Best Daycare/Nursery Schools,” Best Private School,” and “Best Dance Program” by parents of the Bay Area and Bay Area Parent Magazine’s 2005 “Best of the Best Book.”

The founding philosophy of Action Day/Primary Plus resonates throughout all 16 programs: providing personalized care gives that encourage creativity and curiosity within a mix of structured and free play environments. The focus is on learning and positive development in happy and healthy surroundings.

More information about Action Day/Primary Plus Schools can be found at www.adnpp.com

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