



MEDIA ALERT:
For Immediate Release

Media Contact
Rushing Media
April Rushing
310.987.7318
April@RushingMedia.com

NEW YEAR, NEW DANCE

Celebrity Dance Fitness Expert Ilyse Baker Previews DANCINERATE™ a Revolutionary New Dance Fitness Program Before National Launch

(Los Angeles, CA) Celebrity Dance Fitness Expert **Ilyse Baker** who was recently featured on EXTRA is set to launch DANCINERATE™, a new dance fitness program nationally in the summer of 2012. Currently she previews the method weekly in the Los Angeles area. She will be in her hometown of Cherry Hill, New Jersey, Monday, January 16th to teach a master class, as part of a special fundraiser for the Alicia Rose “Victorious” Foundation in honor of Teen Cancer Awareness week. Baker explains why her new method works and why celebrities like LeAnn Rimes keep taking her classes, “Dance is hot right now. Not everyone can compete on TV. With my method students leave their insecurities at the door and leave class confident. It’s important to feel confident when dancing to get the full fitness benefit.”

Baker’s Los Angeles Dancinerate™ classes: Wednesdays, 6:30 p.m. – 7:30 p.m. at Anisa’s Dance in Sherman Oaks and Fridays, 12:00 p.m. – 1:00 p.m. at Moore Dancing in the Los Angeles Brentwood area. The New Jersey preview and master class is Monday, January 16, 2012, 7:30 p.m. – 9:00 p.m. at La Belle Fit Studio & Spa, 219-G Haddonfield Berlin Road, Cherry Hill, New Jersey 08034. Tickets for this event are \$12 per person in advance and \$15 at the door. A percentage of proceeds will go to benefit the Alicia Rose “Victorious” Foundation.

About Ilyse Baker: **Ilyse Baker’s** passion for dance has taken her across the globe and helped her overcome bulimia and anorexia as a teenager. In 2007 she presented in Beijing, China at the Asian Academy of Sports Fitness Professionals. She has appeared on TV and worked with top dance and fitness experts including, NBC’s “Biggest Loser” trainer, Kim Lyons; ABC’s “Dancing with the Stars” champion, Cheryl Burke; and Emmy nominated choreographer Laurieann Gibson as part of the Jenesse Center’s inaugural “Dance 4 Hope” event benefiting victims of domestic violence. She is currently a Lululemon Ambassador and a Jamba Juice Ambassador. In 2011, she was nominated for “Best Choreographer” at the Dance Track Artist Awards for her ZUMBA Video Game Commercial, in 2011 and 2010 she participated in the SHAPE Bikini Body Tour teaching “Beach Body Dance Jam”, in 2009 she was handpicked by REEBOK to helm Cirque du Soleil’s latest workout “Jukari-Fit to Fly”, in 2008 she was the national winner of Exercise TV’s “Top Trainer” for dance. Jake Steinfeld, founder of Body by Jake, recently awarded her “Top Ten Trainer for FitOrbit”. She has also contributed dance and fitness tips to Shape.com, Self Magazine, Bella Magazine, Sheknows.com, and more.

To learn more about Ilyse Baker and where you can take her classes, please visit her website, www.ilysebaker.com. For media inquires please contact April Rushing at Rushing Media by telephone 310.987.7318 or by e-mail April@RushingMedia.com.

###