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FOR IMMEDIATE RELEASE

SAS Dance Studio Honored at Frost Gelato for West Coast Nationals

Phoenix, Arizona – A congratulatory get-together honoring Gilbert, AZ based [SAS Dance Studio](#) is to take place on **Thursday, August 16, 2012, from 4:30 p.m. to 5:30 p.m. at Frost Gelato, located in the San Tan Village Marketplace in Gilbert, Arizona. Showbiz National Talent Competition will be hosting the celebration for SAS to offer accolades and special recognition for their successful participation in this year's West Coast Nationals, held in Palm Springs, CA. Everyone is welcome and encouraged to show their support of SAS and learn more about the competition experience from the members of the SAS crew. Showbiz West Coast Regional Director, Matthew Caldwell, will be in attendance and available for any questions concerning upcoming Showbiz events.**

The success of the homegrown SAS Dance Studio is a great example of why dance studios from across the nation should participate in the Showbiz competition. [Showbiz National Talent Competition](#) will return to the Phoenix area hosting the [regional dance competition](#) scheduled for January 25-27, 2013. This will be their 3rd consecutive visit and corresponds with the celebration of the 25th anniversary of their successful reign as one of the leading innovators in the dance competition world. For those who may be unable to attend on these dates, PrimeTime (the sister competition to Showbiz) will be in the Phoenix area February 22-24, 2013.

Showbiz National Talent Competition provides to individual dance studios the opportunity of being part of a great showcase of talent all across the nation. According to Caldwell, "We create an environment that is competitive, yet healthy and positive. Many times the kids don't realize that through their grooming and discipline, they are not only being trained to dance, but they are also being trained for life." He adds, "It's especially gratifying for me, as I come from a career in professional dance. Now I get to work with young dancers who, with the help of an amazing teaching staff, flourish and find their own paths to dance success."

Showbiz National Talent Competition began in 1987 when David Westerfield, Founder and CEO of Westerfield Management, Inc., recognized the need for a dance competition that incorporated the philosophy that – consistency in new decision making is vital when it comes to changes and implementations of new ideas; especially when it comes to the ever-changing dance community. Westerfield credits the success of Showbiz, along with it's sister competition, PrimeTime Dance, with the implementation of strong morals and family values, as well as the kindness and caring attitudes of the dedicated staff.

If you'd like more information about this topic, or to schedule an interview with Matthew Caldwell, please call 972-681-7177 Ext. 220.