

Heritage Dance Foundation

In 1998, The Heritage Dance Foundation, a 501 (c)3 non profit corporation was founded by Charles S. Zwerling, MD. The mission of the Heritage Dance Foundation is to promote partnership dancing by encouraging opportunities for dance education, cultivating excellence within the art and elevating overall standards for a superior competitive environment. The Heritage Dance Foundation promotes its mission with ballroom dance scholarships, dance publications and artistic productions which utilize ballroom dancing.

Some of the projects of the foundation include:

1. The Junior Dance Foundation assisting youth in ballroom
2. Scholarship programs for Pro Am dancing at the Carolina Classic Competition
3. Publication of the national bi-weekly newsletter, DanceWeek for the past 31 years
4. The publication of Ability, The Ballroom Dance Journal
5. Establishment of amateur and professional dance scholarships
6. Members of the National Dance Council of America
7. Creation of the United States Dance Congress which was donated to the National Dance Council of America
7. Assisting Competition Organizers for tax deductible scholarship events
8. Creating and Producing Ballroom Stage & Television Events



Celebration of the third anniversary of the new

PARAMOUNT Theatre

139 S. Center St., Goldsboro, NC 27530

919.583.8432



A Time to Dance



World Premiere of
A Time to Dance

Third Anniversary
of the
**PARAMOUNT
Theatre**

 **PARAMOUNT**
Just imagine the experience Theatre

A Time to Dance

January 14th & 16th, 2010

The Heritage Dance Foundation is pleased to announce the television broadcast of **A Time to Dance** on January 16th 2010 on the WC-22 network (Sinclair Broadcast Group, Inc). This regional TV affiliate has an estimated viewing audience in excess of 2 million subscribers; there is an excellent chance that the TV Show will be marketed in other southeast stations and possibly, nationally.

The Public File is available to the public at 3012 Highwoods Blvd. Suite 101 Raleigh, NC 27604 weekdays from 9 am. to 5 pm.

"A Time to Dance" was filmed at the Paramount Theatre in Goldsboro as well as the Sheraton Four Seasons Hotel in Greensboro NC during the Carolina Classic Competition which is a NDCA recognized competition, organized by Patti Andersen Troy.



This regional NDCA competition was held in the Victoria Ballroom on November 6th-8th 2009.



Television & Commercial Productions

McWhorter Concepts, Inc.
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"McWhorter Concepts is an award winning video production company with more than 20 years of television broadcast experience. Contact us today to discuss your TV advertising needs."

"A Time to Dance"
was filmed and edited by
McWhorter Concepts, Inc.



Sponsorships

Promotional Consideration: exchange of goods & services for event includes credits at conclusion of show and a color business card ad in **A Time to Dance** World Premiere color program.

On Thursday evening, January 14, 2010, the Heritage Dance Foundation will host at the Paramount Theatre the World Premiere of "A Time to Dance"

The event will include a first showing of the original television program, **"A Time to Dance"** as well as live performances on the stage of the Paramount Theatre. As part of a public service the Heritage Dance Foundation has donated 30 second commercial spots to various non profit artistic, civic and city programs to promote the City of Goldsboro and its commitment to the arts. This unique event has been timed to coincide with the third anniversary of the rebirth of the Paramount Theatre and to acknowledge the ongoing dedication and commitment to the arts by the Paramount Theatre Foundation.

Expected at this gala premiere will be live radio coverage by WEQR 97.7 FM as well as local TV coverage by PACC 10 TV.

WEQR Q97.7 FM and MediaSpan Online Services. We have merged the power of the Internet and Radio to bring to you, our loyal listeners, new and fun ways to interact with Q97.7 FM, our on-air personalities, advertisers, news and more.



PACC 10 TV now in its 26th year of serving Goldsboro and Wayne County, is affiliated with Time Warner, Inc., a cable system reaching more than 23,000 households. PACC 10 TV is well known for its dedication to community involvement providing a 24-hour-a-day outlet for civic, church, and social organizations.

