

PRESS RELEASE



Contact: Lisa McCarley
Fort Mill School District Athletic Board Chairman
fortmillathletics@gmail.com or (803) 487-0644

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Have you ever watched Dancing with the Stars and wondered how much preparation it takes to learn to a professionally choreographed dance routine and perform it in front of hundreds of people?

Six local York County celebrities have signed up to face that challenge. Dancing with the Stars – Fort Mill has paired up six celebrities with eight dancing professionals to raise money for a very worthy cause – middle school athletes in Fort Mill. The event will be held at the Tega Cay Golf Club – Glennon Center on Saturday, April 28th, doors opening at 6:00 pm.

Budget cuts have impacted our local school districts in many ways. For the Fort Mill School District, one of the most controversial cuts was to eliminate all middle school sports, over 50 teams. While many people in the community didn't agree with the decision, the school board did allow for a pilot program which gave the athletic booster clubs the opportunity to provide the funds to operate the sports program.

Today, over 1000 athletes participate in middle school sports in Fort Mill, but not without hard work from many parents and community members who raise \$50,000 each year to keep the programs alive. "Our booster organizations have sponsored our share of donut sales, golf tournaments and school dances, but we've been looking for something a little different that the residents of Fort Mill and surrounding towns can participate in," commented Jill Marr, School District Athletic Board Fundraising Chairman.

Dancers will compete in fundraising (sponsorships and ticket sales), two dance routines and crowd appeal. The goal - the mirror ball champion trophy and much needed funds to help our student athletes in Fort Mill.

Tickets are available for purchase through each of the dancers as well as online at www.fortmillathletics.org. Tickets for the event, including dinner, dessert, cocktails and after-the-show celebration, are \$100 general admission and \$150 for VIP tickets with reserved seating and upfront parking. Event sponsorship opportunities are also available.

Celebrities:

*Dee Christopher – Fort Mill High School
Stefany Holmes – Towne Tavern Restaurant
Lucas McFadden – CN2 News
Patti Mercer – Mrs. SC
Alison Rauch – CN2 News
Jeff Schaefer – Carolina's Baseball Center*

Attention Media:

Dancing with the Stars – Fort Mill would like to run 10 stories about this event. The planned schedule for the stories:

Feb. 16 – 7:30 pm	KICKOFF - Meet the Stars Night at Towne Tavern in Fort Mill
Mar 4 - Mar 10	Introduction of Event - Judges, Emcees
Mar 11 - Mar 17	Interview with Celebrity 1
Mar 18 - Mar 24	Interview with Celebrity 2
Mar 25 - Mar 31	Interview with Celebrity 3
Apr 1 - Apr 7	Interview with Celebrity 4
Apr 8 - Apr 14	Interview with Celebrity 5
Apr 15 - Apr 21	Interview with Celebrity 6
Apr 22 - Apr 28	Story Summary and push for readers/viewers to attend
Apr 29 - May 5	Final Story with interview with winners and final #s

Please contact Lisa McCarley, (803) 487-0644 or lemccarley@gmail.com, if you would like to include these stories in your publication or TV programming.

