

## ERNEST BOREL SIGNS WITH USA DANCE

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Ernest Borel announced this week its national brand alliance and sponsorship agreement with USA Dance, Inc., the National Governing Body for DanceSport.

USA Dance, a member the U.S. Olympic Committee and the World DanceSport Federation, is a leading DanceSport association with 174 social dance chapters throughout the country with the primary mission to support America's DanceSport athletes by providing the highest level of ballroom and Latin competitive dance and training opportunities and to support the global movement to bring DanceSport to the Olympic Games.

In early 2012, Ernest Borel became a national sponsor of USA Dance and the organization's Star Quality Awards, judged and presented at the USA Dance National DanceSport Championships by Carrie Ann Inaba from ABC's "Dancing With The Stars."

"Actually, the timing couldn't be better," Ernest Borel Global Sales and Marketing Director Pietro Meloni said. "Ernest Borel has returned to America in celebration of the traditions that launched and have sustained our company's brand for a century and a half, but most apparently, the Ernest Borel brand association comes at a time when dance is the great dynamic, inspiring mass audiences throughout America, and around the world."



*Left to Right: Thomas Huggler of Ernest Borel, Pasha Pashkov and Daniella Karagach, National Latin Champions, Carrie Ann Inaba of "Dancing with the Stars", Pietro Meloni of Ernest Borel and Ken Richards of USA Dance Inc. at the National Dancesport Championships. Photo courtesy Carson Zullinger*