



USA Dance, Inc

Member of the United States Olympic Committee and the World Dance Sport Federation

USA Dance Announces New Direction for American Dancer Magazine

USA Dance is pleased to announce that it has signed a three-year contractual agreement with AF Prince Associates for the production of the organization's official publication, American Dancer Magazine, effective Nov. 15, 2013, with the first issue scheduled for January/February 2014.

The Executive Committee of the Governing Council received three bids for production of the magazine. After reviewing the proposals, it recommended AF Prince Associates due to the company's extensive experience and comprehensive nature of the proposal. The EC felt that the proposal from AF Prince Associates offered the greatest opportunity for the magazine to grow in the coming years and become an increasingly important advocate for both DanceSport and Social Dance in the U.S. and internationally. The EC's recommendation was approved unanimously by the Governing Council at its annual meeting earlier this month.

Angela Prince, principal with AF Prince Associates, has already been providing editorial oversight for the American Dancer Magazine for many years, and is, therefore, very familiar with all aspects of the magazine's production.

Angela is the Public Relations Director for USA Dance, having served in that position since 2007. However, she did not participate in any discussions when the EC was evaluating the proposals, abstained from the vote on the awarding of the contract by the GC, and was not present in the room when the vote was taken. Effective with the signing of the new agreement, Angela has officially relinquished her voting position on the USA Dance Governing Council and will continue as the Public Relations Director for USA Dance on a volunteer basis, but in a non-voting capacity.

USA Dance looks forward to its partnership with AF Prince Associates and this new direction for American Dancer Magazine.

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