



GROOVELETTER

The Newsletter for Groovers - Quarterly

January - March 2011

CLASS TIMETABLE



Monday - St Marys Hall,
Hall Court Lane, Cannock,
WS11 0AA

7.15 - 8pm Rock n Roll
beginners/improvers

8 - 9pm Salsa
beginners/improvers

9 - 10pm Argentine Tango
beginners/improvers

Tuesday - The Queens

Etruria Road, Newcastle
ST4 6JJ

7.15-8pm Rock n Roll
beginners/improvers

8 - 9pm Salsa
beginners/improvers

9.15-10pm Salsa
intermediates

Wednesday - Leek Masonic Hall

King Street, Leek, ST13 5NW

7.15 - 8pm Rock n Roll
beginners/improvers

8 - 9pm Salsa
beginners/improvers

9.15 - 10pm Salsa
intermediates

Wednesday - Stafford Rangers

Astonfield Rd, Stafford
ST16 3BX

7 - 8pm Club Dance – Sequence

8 - 9pm Argentine Tango
beginners/improvers

9 - 10pm Private Lessons – pre booked

Thursday - Stafford Rangers

Astonfield Rd, Stafford
ST16 3BX

7.15 - 8pm Rock n Roll
beginners/improvers

8 - 9pm Salsa
beginners/improvers

9.15 - 10pm Salsa
intermediates

Text.....



This is the fastest way we can contact you to ensure you are up to date with activities in the Groove world. We have found this has worked very well on the rare occasions we have to cancel a class due to the weather. Please make sure we have your mobile number so you can be kept in the loop.

Dates for your Diary



January

- 4th Newcastle classes restart
- 5th Leek classes restart
- 6th Stafford classes restart
- 7th Salsa Party – Greens H&F
- 12th Mini Groovers restarts
- 19th Free Salsa Party – Granvilles
- 21st Rock n Roll Party – Stone
- 23rd Medal Test workshops – Stone
- 30th Medal Test workshop – Stone

February

- 4th Salsa Party – Greens Health & Fitness
- 6th Medal Test
- 16th Free Salsa Party – Granvilles
- 25th Grooves 4th Salsa Birthday Party

March

- 1st Mini Groovers restarts
- 4th Salsa Party – Greens H&F
- 16th Free Salsa Party – Granvilles
- 18th Rock n Roll Party - Stone



FACEBOOK – Groovers

If you want to be one of the first to hear the news from Groove and also post your own comments, join the FACEBOOK Group 'Groovers'. We love to hear what you have to say and to find out what you are up to.



Charity – Arch

For the 2nd year in a row we would like to support Arch with all the work they do for the homeless and people suffering from domestic violence. Following the success of last year's event, we e will be hosting our 'Dance in your Slippers' week in March. Everyone wearing their slippers during the classes will have ½ of their class fee paid to the charity. Last year we donated £125 so we are looking to beat it in 2011



SPOTLIGHT ON Argentine Tango



– this is yet another social dance that is growing in popularity as the TV increases its coverage in programmes like Strictly Come Dancing. The style is a spontaneous and improvisational response to the music. The music is very distinctive with a small orchestra playing 4/4 or 2/4 music. The music has been through change over the decades, from 'Guarde Viega' (Old Guard) to the Golden Age between the 30's - 50's and then Tango Nuevo. The later contemporary music is the choice of Groove but we do throw in some classics.

What is very interesting in this dance style is the embrace and communication by body movement between the dancers. There is a close or open embrace which can be moved between during the dance depending on the move being performed. The close embrace will have the characteristics of the leader having his right fore arm across the follower's back with his elbow being flexed at the corner of her back. The leader's left hand has the follower's fingers wrapped over the leader's and is positioned about eye level or below. Classic dancers hold the leader's hand in a 'strongman' hold with the wrist turned in. This brief description of the embrace is also evident with a lean towards each other of the upper bodies. The weight is transferred into the balls of the feet. All this and we haven't danced a step. These are the points that make the dance look so passionate and dramatic. If you would like to learn more, join us on the dance floor at our Cannock or Stafford venue.

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Referral Gift

We always like to say thank you when you refer someone to join us on the dance floor and 2011 is no exception. Thanks to the therapists at King Street Chiropractic & Natural Health Centre in Newcastle we are giving you a discount voucher on their therapies. What a great opportunity to experience a relaxing treatment or to consider an alternative to an ailment you may be suffering from. I can recommend the McTimoney Chiropractic treatments as they have kept me in action. All you need to do is make sure your friends put your name on their registration form when they visit Groove for the first time. Thanks again



Referral Voucher

I would like my friend:

to have fun in a Groove Academy class.

Please look after my guest & we will see you on the dance floor soon.

Signed Groover

*Valid for the last week of every month.
Can only be redeemed if you have not experienced a Groove class before.*

The price of dancing

Dancing with us at Groove Academy can be a very affordable hobby, regular exercise and social activity. There are different ways to pay and increase the value for money you get.

New starters to dancing have the opportunity to purchase a discount card for your first 4 lessons. This is a great way to get your teeth into the dancing as we know it takes a couple of lessons before you start to relax into it. This is available when completing your registration form on your first visit.

We now have a Direct Debit option for you to pay monthly for your classes at a discounted rate. Not only will this be a saving on your normal classes but you will gain additional benefits such as discounts on Groove events and entrance into a quarterly draw for tickets to a dance event. This will be events such as tickets to the 'Strictly Come Dancing Tour' or tickets to dance weekenders.

So what are the sums?

The monthly direct debit is a minimum of 10% saving on your weekly 1hour class during the month. If you attend any further classes that night or at other venues, these are all free!

Individual DD = £25.35

Couple DD = £47.85

The additional benefits and terms & conditions are available at the classes.



4TH BIRTHDAY PARTY

Friday 25th February 2011 - 7.30 - midnight
Stafford Rangers Social Club, Astonfields Rd,
Stafford, ST16 3BX



**Guest teacher -
'Little Sue'
of Salsa -
Feel the Heat**

Pre purchased tickets - £10 Ticket on the door - £13

**Dance all night long to the greatest salsa music from DJ Paul.
Share with us some birthday cake to keep your energy levels up.**

Mini Groovers

Classes - Wednesday

4.30-5.30 – Ballroom and Latin
5.30-6.30 – Movies to Musicals

Classes - Thursday

4.30-5.30 – Street Dance
5.30-6.30 – Cheerleading

All classes are held at Stafford
Rangers Social Club, ST16 3BX

Term dates -

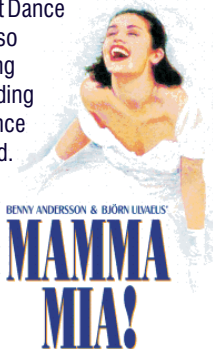
12th Jan - 17th Feb 2011

2nd March - 7th April 2011

Either £4 per class or £22 for the
6 week term

In 2011 we will be starting the
year by teaching the children
Quickstep and dancing to a track
from Mama Mia in the Movies to
Musicals class. To compliment
the Street Dance

we will also
be bringing
Cheerleading
to our dance
in Stafford.



Competition – win a Groove
Hoodie with the new Groove logo
on it! Simply create a post card
to show your favourite dance.
Entry closes on 5th March 2011
and the winner will be presented
with their Hoodie the following
week. Good Luck

Last quarter's Competition Winner was Meghan Jenkins

with her poem about dancing
with Groove Academy

*"Feel the rhythm
Feel the beat
Clap your hands
Stamp your feet
Romantic Waltz
Bouncy Jive
Funky Cha Cha
Make me alive
In Kate's class
I shake and move
Laugh and dance
And find my GROOVE"*



New Groove

As you can see from the layout of
the newsletter and the new logo,
Groove is going through a period
of change. Our signature
trademark is going to be rolled
out over the next few months. I
would like to thank everyone that
took the time to pass comment
on the design suggestions we
had last year as you have helped
to build the brand. Groove
Academy is your dance
community and we wouldn't be
without you!

Wedding Dance

During this exciting day there is a
moment that many couples
dread, when the DJ pipes up with
the phrase '...and would the Bride
and Groom like to take to the
dance floor for their first dance?'
I have been told by many a groom
that this was the most painful 3
minutes off their life as they
shuffled around the floor whilst
the whole wedding party stood
and stared. It doesn't have to be
this way as we can help by
choreographing your first dance
with you to your favourite track.
If you are planning a wedding we
suggest you make a note in your
diary 3 months before the date to
start private dance lessons. This
gives you loads of time to master
the routine so you will wow your
audience. Have a look at the
comments on our website from
the couples we have already
taught to dance.

