

## Operation Preserve Shag

The Association of Carolina Shag Clubs and the SOS Board are forming a committee called "Bridge the Gap" where our focus will be to target people in the ages of 25-45. We are so fortunate to have our Jr. Shag Association and Jr. SOS. These organizations do an incredible job with our juniors and to those folks, we give our respect and thanks.

We feel the age group that we are missing is the 25-45 group. We know that these are times that so many people are busy with family and careers, but in order to preserve our dance it is crucial that we find ways of exposing our dance and music to this group.

The following is information provided by our committee:

*Here are some groups or organizations that come to mind where we could try to promote the Shag or expose younger people to the dance and the clubs in their areas. These aren't organizations you go to hoping to get two or three from each. These are groups that we could get a lot of exposure and potentially a larger payback. Most of them also already have local or statewide organizations.*

*Chamber of Commerce - Most chamber organizations have monthly social gatherings. They would probably welcome the entertainment of an exhibition or maybe a pitch for lessons. They are also a statewide and national organization and could be approached at all levels. They may also have restaurants, bars or other businesses that might be interested in getting involved with Shag.*

*Jaycees - This is another pool of people the right age that are usually looking for a good time. Like the Chamber, they also have statewide and national organizations.*

*Large Employers - Most large employers now have councils or committees that look for and organize healthy activities that can be done on their site such as, yoga, jazzercise, etc. They also have Diversity Councils that bring in different art, food, crafts, customs, dance and entertainment from the various cultures they employ into cafeterias at lunch. Most of these have a lot of young professionals that are new to the area and looking for ways to fit in. A few exhibitions to draw interest and a sign up sheet for lessons may be all it takes to get some new people from these environments. Chamber meetings might be a way to get this in front of a lot of large businesses or to at least get the names of businesses that offer these programs to*

*employees. Think regional offices or headquarters for, insurance companies, banks, utilities, etc. Also think of single location employers like large hospitals, universities, state offices, large manufacturers, engineering firms, etc.*

*City Recreation Departments - City recreation departments have communications already in place to promote different activities in communities and usually have facilities that could be used for exhibitions or lessons.*

*Professional Organizations - Groups like teachers (local and state level), realtors, etc. Any that gathers occasionally for workshops, seminars, conventions or social events.*

*Large Churches - large churches in the larger cities have huge numbers of people in the age group we are looking for and they are already divided into age groups.*

*Parent Organizations - Any organization that has a lot of parents (young people) come together on a regular basis is an opportunity. I'm think PTO, Booster Clubs, etc.*

*Large Apartment Complexes - Large apartment complexes and developments often have newsletters and activity planning groups for the people in their complexes. They have ready made contact lists and communications already in place.*

The Bridge the Gap Committee would like to have a contact person from each club to send the information. We also are going to be requesting information about average age of your current membership etc. The contact person will be the president if a name is not submitted initially.

We are excited about this new endeavor in hope of recruiting this age group. We all know how important this project is and we ask for your support while laying the ground work.

Bridge the Gap Committee