

*Institute of Dance Artistry, Inc.*  
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FOR IMMEDIATE RELEASE

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## **Dance Studio Performs to Benefit Pediatric Cancer Research**

Fort Washington, PA October 12, 2009- Institute of Dance Artistry (IDA) will produce its fifth annual dance concert, *Generations: A Dance Concert Benefiting Pediatric Cancer Research*. The performance will take place on Sunday November 22<sup>nd</sup> 4:00pm at Montgomery County Community College. The show features performances by the studio's youth dance companies as well as the professional staff. One hundred percent of the money generated from ticket sales will be donated to Pediatric Brain Tumor Consortium, a pediatric brain tumor research foundation. Tickets are available for \$15.00 by calling Institute of Dance Artistry at 215-328-0847 or e-mailing [idadance@comcast.net](mailto:idadance@comcast.net).

Pediatric cancer is a significant cause for IDA as one of the dancers performing in the show lost her older sister to a brain tumor. She and her family have inspired the *Generations* concert series and it is produced in honor of them.

*Generations* has something for everyone. It showcases jazz, modern, hip-hop, ballet, lyrical, and tap dance. This year's show will feature professional dance companies *Tara Madsen Dance*, *Tap Olé*, and guest performers *Born Into the Arts Hip-hop Company*.

Institute of Dance Artistry is a studio of dance for ages three through adult. IDA offers classes in ballet, jazz, tap, modern, hip-hop, lyrical, and pointe by a professional staff. IDA is now in its ninth year of business in Upper Dublin Township and its second year in Whitemarsh Township.

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