



FOR IMMEDIATE RELEASE:

## **New York Salsa Conquers the World**

### **NY - The Mecca of Salsa**

New York has always been the mecca of Salsa - the music and the dance! Starting in the 1960s and 1970s, when Eddie Palmieri from the Bronx replaced the festive spirit of the Palladium with the aggressive sound of El Barrio to demonstrate the changing social environment all the way up to 2007, when Marc Anthony plays legendary Hector Lavoe in "El Cantante". Similarly, it was first Tito Puente, the Salsero, who aimed to compose music "para los rumberos" since his knees didn't allow him to be the dancer that he had always wanted to be, and in 2007 we see dancing with the stars Mario Lopez showcase Salsa with Eva Longoria at the Alma Awards.

### **So you think you can dance?**

More broadly, the success of "Dancing with the Stars" or "So you think you can Dance" fundamentally shows the growing need and renaissance for partner dances in this day and age - as a form of entertainment, as a form of social interaction, as a form of exercise, and, often, as a venting mechanism for an ever more stressful daily life.

And the ultimate form of passion, sexy and sophistication is the legendary "New York on2 Salsa", the most intricate and complex form of Salsa dancing. With its roots in New York city, over the last decade this form of Salsa has become the best known secret in the underground society of dancers. Every major city in the world now has Salsa clubs, schools, and events, and the best and most admired dancers are always the "on2" dancers, since they dance to the "clave", the key, of the music, in sync with the all important rhythm section of the band, giving the New York style its elegant, powerful and precise feel.

### **The New Era of Salsa: Instruction 24/7 anywhere in the world from top instructors**

The only problem is that there are only a handful of true New York on2 top instructors, and with the ever growing popularity of Salsa around the world, the top schools are demanded all over the world, and the top schools and their professional dance teams typically travel to dozens of countries per year to perform their dazzling choreographies and teach workshops on the fundamentals of this intriguing New York style of Salsa.

Those that can afford it, travel thousands of miles to New York and spend thousands of dollars and their annual vacation to take classes with the top schools in New York.

One of those top schools is Santo Rico Dance Company. Tomas Guerrero, Director of Santo Rico, has pioneered many of the fundamental concepts of New York partnerwork technique, especially NY spinning methods, which are famous all over the world.

In the spring of 2007, BAILA Society and Santo Rico ushered in a new era of Salsa online. Through an online dance academy with access to instruction and over 20 classes per month anywhere in the world, 24/7, salsa dancers anywhere in the world for the first time can learn from top New York instructors, including partnerwork for all levels, shines, spinning, styling, performance technique, see videos of the NY Salsa social dance and performance scene, as well as join in on the growing global community of Salsa dancers to find dance partners, discuss the music and the dance and sign up for exclusive Salsa dance vacations.

"We had come across various attempts to teach dance online, but either those were discontinued due to the lack of a sustainable business model or the instruction was mediocre at best", said Daniel Enskat, founding partner of BAILA Society. "Our goal was to create a platform by dancers for dancers, bringing the highest level of instruction to the Salsa scene to add value and help promote the



sophistication of New York Salsa on2, including a complete beginner course of on2 Salsa for non-dancers, but importantly also to take the instruction all the way to a professional level, with courses including body movement, partnerwork, spinning, stage presence, hand angles, cardio, and technical fundamentals, taught by experienced top New York dancers."

In only two months, the BAsO online dance academy through word of mouth and the internet has already attracted members from over 20 countries around the world, with new dancers joining on a daily basis. And in June 2007, BAsO officially launched the Santo Rico dance module, the very first time that legendary Salsa pioneer Tomas Guerrero is making available his famous and up to now secret techniques and methods to dancers all over the world.

Says Daniel Enskat: "We are honored that the pioneer of New York Salsa on2 spinning, Tomas Guerrero of Santo Rico, is partnering with us. Tomas has been instrumental in the growing international appeal of NY Salsa. Most if not all of the elite of Salsa dancers today at some point trained with him in his dance studio in Spanish Harlem and owe their technical foundation of the dance to his methods."

"We have a short funny conversational piece as the opener for our latest international choreography, 'Avisale', which summarizes many of the reasons why I have dedicated my life to teaching non-dancers as well as professional dancers to appreciate the beauty and intricacies of the art of Salsa", commented Tomas Guerrero, Director of Santo Rico. Tomas with his professional dance team on average travels to over one dozen countries to perform and teach Salsa workshops at international Salsa Congresses, including at Madison Square Garden and on Broadway. "There has been a tendency among the top New York schools to keep a lid on their trademark moves and techniques. I believe that it is time to facilitate a more open exchange and to help dancers around the world build a strong technical foundation so they can live up to their potential as dancers - it does not matter where you are from or which style you dance, what matters is to appreciate and to respect the music and what it stands for, and, ultimately, to have fun... a lot of fun. If dancers can benefit from the methods and techniques I developed over the years, such as the pivoting spinning technique that we stand for at Santo Rico, I am all for it, and I believe my partnership with BAsO and our complimentary modules will help dancers and non-dancers learn about Salsa and build a strong dance foundation for themselves".

The uniqueness of the platform is that multiple classes are added each week, keeping students at the heart of every new innovation developing in the heart of Salsa, New York City, and, furthermore, that the monthly subscription allows access to the full video library, thus allowing each student to review old classes and brush up on difficult patterns any time.

So whether you want to:

- learn how to dance New York Salsa from top instructors
- are a professional dancer looking for stage training and performance techniques
- join the growing global Salsa community
- travel first class to remote and/or famous places to dance Salsa and meet interesting people and dancers
- learn about latin history and culture
- appreciate the multi-faceted and sophisticated art of the music and the dance
- see performance videos of the most celebrated Salsa dancers of our times
- see how New York and Salsa from El Barrio are conquering the world

You are in for a hot and sizzling summer. Get ready to dance like Mario Lopez and Eva Longoria! Que viva la Salsa!

For more information on BAsO or Santo Rico, or to set up interviews, please contact Daniel Enskat at [daniel@bailasociety.com](mailto:daniel@bailasociety.com) or 917-676-3692.



**A Picture is Worth a Thousand Words:**

TV Interview with BASo on the Art of Salsa: [http://www.youtube.com/watch?v=JKCvZ\\_1eUIQ](http://www.youtube.com/watch?v=JKCvZ_1eUIQ)

BASo Corporate Performance at the Waldorf Astoria: <http://www.youtube.com/watch?v=EFv-AvEjf6A>

BASo Private New York High End Salsa at the Ritz Plaza: Ritz Latin Summer Celebration w/ Frankie Martinez Showcase: [http://www.youtube.com/watch?v=p\\_XWA6IICMQ](http://www.youtube.com/watch?v=p_XWA6IICMQ)

BASo Sample Lesson: <http://www.youtube.com/watch?v=EgYDYFH31Jc>

Santo Rico Online Instruction Teaser: <http://www.youtube.com/watch?v=OKpCaWZJjaQ>

Santo Rico Sample Online Lesson: [http://www.youtube.com/watch?v=fqVTJd\\_ockQ](http://www.youtube.com/watch?v=fqVTJd_ockQ)

Santo Rico Dance Performance: <http://www.youtube.com/watch?v=zGuwk5RJWSk>

BASo Travels...:

in Paris: <http://www.youtube.com/watch?v=Winlo4wBYNU>

in Hong Kong: <http://www.youtube.com/watch?v=rn9pHkjhg2w>

Asia tour: <http://www.youtube.com/watch?v=ta8r3U6y7ng>



**About BAILA Society** - [www.BAILSociety.com](http://www.BAILSociety.com)

BAILA Society partners with world class leaders to bring the dance, music and art of salsa to a sophisticated audience worldwide. The BASo concept makes available to clients a unique blend of high-end customized services around the world, including private salsa instruction, travel, performances, lifestyle and cross-cultural event coordination, videos, music, networking, tailored solutions, and exclusive access to our partners -- among them the leading dance schools and performers in the world, boutique hotels, private member and night clubs, award winning musicians, lifestyle companies and international media.

To business partners worldwide BASo offers tailored dance packages and trips, private access to world-renowned dance performers and musicians, lifestyle event coordination, and cross-branding opportunities. BASo for example works with Stonehenge Management, the Ritz Plaza in Manhattan, American Leisure, and other high-end real-estate and lifestyle companies.

**About Santo Rico** - [www.SantoRico.com](http://www.SantoRico.com)

Santo Rico under the artistic direction of Tomas Guerrero, is considered one of the world's leading dance companies due to their dazzling choreographies, powerful partnerwork, and unique style. The dance team is demanded all over the world, and on average travels to over a dozen countries per year to perform. Located in historic Spanish Harlem, Santo Rico combines the passionate and powerful street style dancing of El Barrio with the grace and technical professionalism of Modern Dance.

Director Tomas Guerrero has performed all over the world, including as one of the stars of the New York off-Broadway show "Latin Madness" and at Madison Square Garden alongside Salsa superstars like Tito Puente, Oscar De Leon, Marc Anthony, La Sonora Ponceña, La India, Gilberto Santa Rosa, Victor Manuelle, Raulin Rosendo, Jose Alberto "El Canario", and Johnny Pacheco.