

FOR IMMEDIATE RELEASE

For more information, contact:

Pam Courcier
Poletential, Co-owner
(650)701-1653
pam@poletential.com

Christina Kish
Poletential, Co-owner
(650)701-1653
ck@poletential.com

BAY AREA WOMAN, AMBER RICHARD, WINS WEST COAST POLE DANCING CHAMPIONSHIP

Instructor at Redwood City's fitness pole dancing studio, Poletential, wins against eleven others in her first competition

REDWOOD CITY, Calif. – October 26, 2006 – Poletential™, a premier Fitness Pole Dancing studio, announced today that their instructor, Amber Richard, won the United States Pole Dancing Federation's (USPDF) West Coast Championship.

The competition was held on October 24, 2009 at the El Portal Theater in North Hollywood, CA. Twelve finalists competed for prizes and the opportunity to participate in the 2010 National Championship to be held in New York City. Judges for the event were: dancer, Kira Morris; U.S. National Champion Rhythmic Gymnast, Bianca Sapetto; and original member of the Pussycat Dolls, Carmit Bachar.

“We are so proud of Amber's dedication to fitness pole dancing and to showing the world that it is an incredible combination of dance and athleticism,” said Pam Courcier, co-owner, Poletential. “Amber's classical dance background enabled her to bring a new style to pole dancing, combining strength and grace.”

Amber Richard has been instructing pole dancing at Poletential since 2008. She has been a ballet dancer since the age of five, trained following the Royal Academy of Dance method. She pursued her love of dance at the University of California Irvine, graduating with a BA in Dance. She is currently continuing her education in the field of physical therapy and fitness training. She loves teaching fitness pole dancing, enjoying the mixture of artistic expression and the intense fitness workout that pole dancing provides.

For additional information about Poletential and the benefits of fitness pole dancing, please visit www.poletential.com

About Poletential

Poletential, a premier Fitness Pole Dancing studio, brings women together to experience a challenging workout combined with a new awareness of their bodies through dance and movement. Poletential is dedicated to creating a safe, non-competitive environment that gives women the freedom to find their own style and reach their personal goals. Poletential is located in Redwood City, California. Visit us at www.poletential.com.

Editor's Notes:

1. Poletential, the Poletential logo design, the Poletential Fitness with a Twirl tagline are trademarks of Poletential, LLC.
2. All other brand or product names may be trademarks or registered trademarks of their respective companies.

###