

UNITED SQUARE DANCERS OF AMERICA NEWS RELEASE



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For immediate publication for dancer awareness

USDA PASSES RESOLUTION SUPPORTING “LIVE LIVELY – SQUARE DANCE” LOGO & SLOGAN

At the Annual Meeting on June 24, 2015, the USDA Board of Directors adopted a resolution in support of the re-imaging effort promoted by the Alliance of Round, Traditional, and Square Dance (ARTS-Dance). As part of this effort to modernize the image of square dancing, ARTS-Dance has presented a logo and slogan that they are encouraging square, round, contra, and related dance organizations to use in all publications, educational materials, and promotional items. The logo and slogan are intended to present a newer, more modern image to the public to support local, state, and national promotion and recruitment activities.

Live Lively –



Square Dance!

The USDA resolution, which can be found in full on the attached page, notes that square dancers everywhere acknowledge the need to achieve greater recognition and acceptance of the activity. The resolution also points out that a united effort – centered around common use of a single, recognizable symbol and slogan – can help achieve more universal awareness. The resolution concludes:

Be it resolved that the UNITED SQUARE DANCERS OF AMERICA encourages its Affiliates, and their member organizations, to support the new Square Dance Logo and Slogan by revamping all of their publications and promotional materials incorporating the logo and slogan to reflect the modern image of the new Live Lively – Square Dance – Logo and Slogan.

More information on the ARTS-Dance re-imaging effort can be found at <http://livelivelysquaredance.com>.

This is the 34th resolution adopted by the United Square Dancers of America since its inception in 1981. The complete compendium of resolutions is available at <http://www.usda.org/docs.htm>.

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UNITED SQUARE DANCERS OF AMERICA

Resolution of Support for the Alliance of Round, Traditional and Square-Dance, Inc. Re-Imaging of Square Dancing

Whereas: Square Dancers everywhere recognize the need for the Square Dance activity to achieve greater recognition;

Whereas: A united effort to achieve universal acknowledgement of the Square Dance activity can be accomplished through the establishment of a single logo / symbol and slogan to identify the Square Dance activity;

Live Lively –



Square Dance!

Whereas: Through the universal utilization of this recognizable logo, it will be possible to achieve greater recognition of the Square Dance movement;

Therefore: Be it resolved that the UNITED SQUARE DANCERS OF AMERICA encourages its Affiliates, and their member organizations, to support the new Square Dance Logo and Slogan by revamping all of their publications and promotional materials incorporating the logo and slogan to reflect the modern image of the new Live Lively – Square Dance – Logo and Slogan.

*Adopted by Majority Vote of the
UNITED SQUARE DANCERS OF AMERICA
Board of Directors during their Annual Meeting
June 24, 2015 Springfield, Massachusetts.*