





A VISIONARY DANCE SCHOOL serving San Diego with pride and passion. Their original state-of-the-art facility is in Eastlake's Venture Commerce Center and spans more than 10,000 square feet on two floors. Because the facility was built exclusively for dancers and performers, Stage Step floors were installed. The same flooring used exclusively by The Joffrey Ballet, Stage Step floors have incorporated enclosed cell foam pads underneath the wood floors to cushion dancers' joints and lessen the impact on their bodies.

NDMA offers five thematically designed dance studios, four music rooms and an in-house theatrical stage - each with a comfortable and private viewing area. Parents and friends can watch dancers from behind a one-way observation window or via live video feed on flat screen LCD monitors located in the comfortable lounge. The spacious lobby at NDMA also features a retail store and a break room.

A second facility, which opened its door in July of 2017, is located on Truxton Road in Liberty Station.

NDMA offers a variety of classes in the performing arts, such as ballet, tap, jazz, hip hop, lyrical, musical theater, voice, piano, acting and more. Dance recitals are held yearly in May, and music recitals are performed each December. NDMA features day and evening classes for ages 18 months and up.

Dance Classes include:

- Parent/Toddler Dance
- Classes: Creative Dance
- Pre-Primary
- Primary
- Ballet
- Tap
- Acrobatics
- Jazz
- Hip Hop
- Contemporary
- Music Theatre
- Section

Music Classes include:

- Guitar and Ukulele
- Piano, Voice, Violin & Cello
- Music Recitals

Specialty Classes include:

- Teacher Assistant Program: a mentorship program for dancers who wish to become leaders!
- Girl Scout Program: Earn Badges!
- Preschool for the Arts: Academics & the Arts! High Reach Learning and dance classes! Ages 3 and 4. Currently available at our Eastlake location
- Kids Night Out: Something special each month!

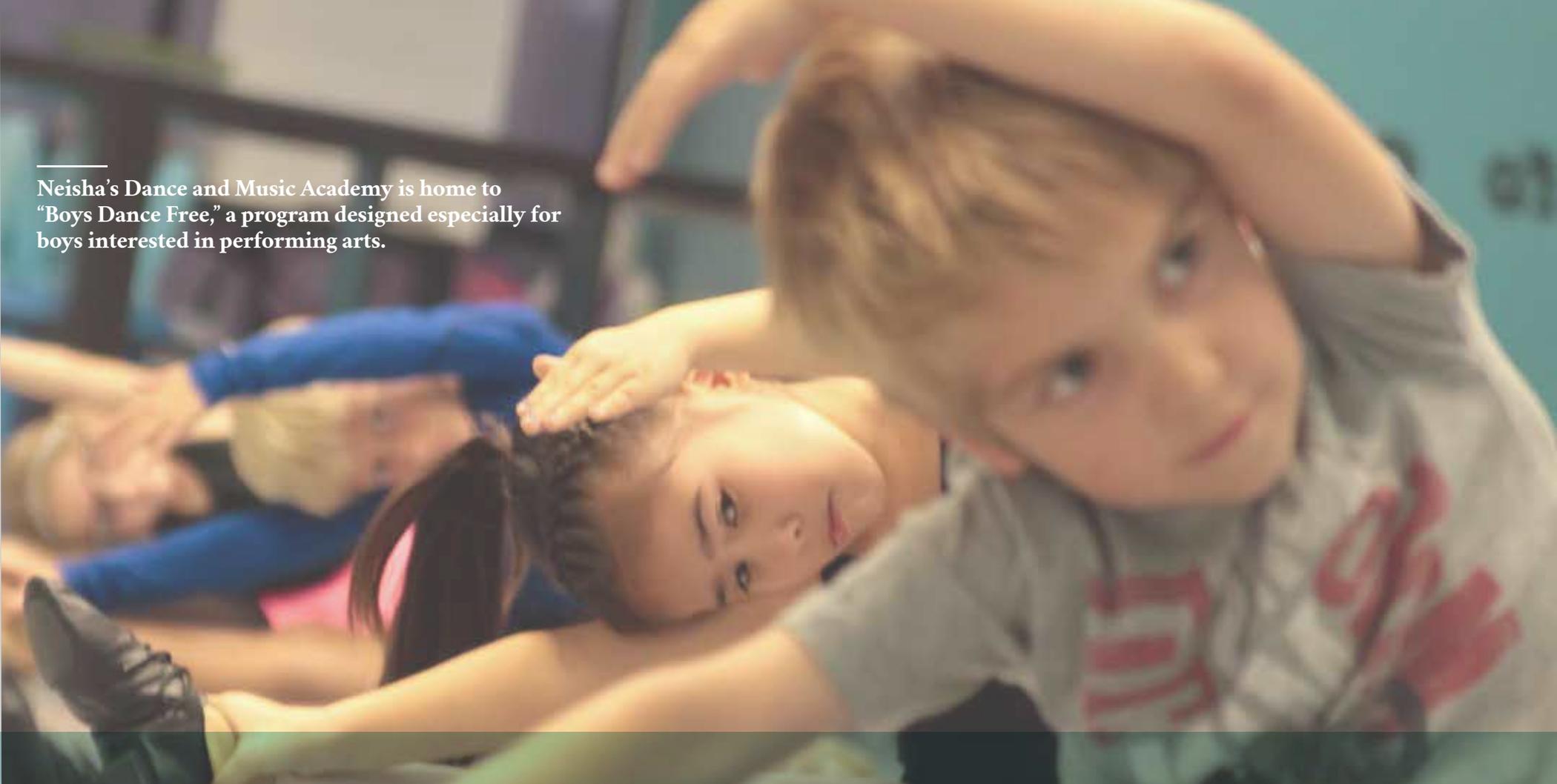


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ABOUT

NEISHA'S DANCE AND MUSIC ACADEMY

Neisha's Dance and Music Academy is home to "Boys Dance Free," a program designed especially for boys interested in performing arts.



NEISHA'S DANCE AND MUSIC ACADEMY IS HOME TO:



- Guys Only Dance programs
- Chula Vista Ballet Company
- Club NDA Dance Team
- NDA Taps Dance Team
- An on-site retail store
- Internationally trained staff



- Modern amenities, including live video feed from each studio displayed on flat screen LED monitors in a comfortable lounge for parents and professionally sprung flooring designed to ease the impact on a dancer's joints and muscles
- NDMA is also the two-time winner of the Company Dance Studio of the Year Award, from Co. Dance, founded by Paula Abdul
- For more information, please visit www.neishas.com



Hernandez also founded Chula Vista Ballet Company, a non-profit ballet company serving San Diego's South County.

NEISHA HERNANDEZ is a nearly native San Diegan. She moved to Chula Vista at age five, and went on to attend Chula Vista High School for the Creative and Performing Arts. Hernandez graduated from U.S. International University's School for the Performing and Visual Arts, where she earned a Bachelor of Fine Arts. She turned a passion for the area she calls "home" and a love of dance and music into Neisha's Dance and Music Academy.

With a career in performing arts and dance spanning 20 years, Hernandez previously taught dance and operated schools in Hawaii, Arizona and California. From educating and managing to directing and producing, Hernandez is a power player in the performing arts industry. She first created her own school in 1996. Neisha's consisted of three locations, two in Chula Vista and one in Eastlake, both suburbs of San Diego. Waiting lists developed at each of the three small locations, and as Hernandez approached the 10-year milestone, she left the days of renting studio space behind, and fulfilled the dream of owning her own building. In 2006, Neisha's Dance and Music Academy opened, completely customized to Hernandez's specifications & standards.

Neisha's Dance and Music Academy is nationally recognized as a state-of-the-art facility. Hernandez's forward-thinking approach to operating a school for the performing arts is vital to the school's

success. The mission at Neisha's Dance and Music Academy is to offer the highest quality of training in performing arts with opportunities for participation and advancement, along with superb customer service. Former students have gone on to dance roles in commercials, TV shows, movies, touring concerts, music videos and awards shows like the Grammys and the Academy Awards.

Hernandez also founded Chula Vista Ballet Company, a non-profit ballet company serving San Diego's South County. As executive director, Hernandez produces ballets and hosts world-renowned guest artists who perform locally with the company. For more about the Chula Vista Ballet Company, [click here/see below](#).

Hernandez served as the Commissioner for Arts and Culture of Chula Vista for three years. She also volunteers as a business mentor and guest speaker at the Chula Vista Chamber of Commerce Small Business Symposium and several branches of the Rotary.

For more information, or to schedule an interview with Neisha Hernandez, please contact Jessica Bradford at 619.858.0322 or jessica@altstrategies.com.



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The Chula Vista Ballet Company performs at local schools and special events upon request. Throughout the year, exciting opportunities for dancers and audiences abound via the Company. World-renowned master teachers share their

talents during a week-long summer intensive program each year. Participants have the opportunity to perform on stage to show their progress at the end of the program.

Each fall, the Moscow Ballet comes to California. For the past five years, Neisha's Dance and Music Academy, along with the Chula Vista Ballet Company served as the Moscow Ballet's rehearsal coordinator in the Great Russian Nutcracker. Chula Vista Ballet Company takes great pleasure in bringing Moscow Ballet's Nutcracker auditions to Neisha's Dance and Music Academy, offering students the chance to audition - and possibly perform - with the world's finest Russian dancers.



ARTS EXTENSION PROGRAM

Hernandez created a yearlong free dance program for the Chula Vista Elementary Schools called the “Arts Extension Project.” Budgeting for the arts is often underfunded in public schools. To combat budgetary restraints, Hernandez created a free program that uses weekly dance sessions to complement classroom teaching. Easy for administrators and teachers to implement, children benefit from studying the arts. Children enjoy the classes without realizing they are also developing poise, confidence and learning to be creative while staying focused.

The Arts Extension Project offers weekly classes at local schools during the school year. It is currently serving four San Diego-area schools.

MEDIA CONTACT

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