

News Alert

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“Dancing with the Stars – MAMMOJAM 2010”

**Stars’ Louis Van Amstel and Jonathan Roberts
to appear at Star-Studded Breast Cancer benefit**

A Rise Club Dance Benefit for the Dr. Susan Love Research Foundation

What: “MAMMOJAM 2010” Celebrity “Dancing with the Stars”
Louis Van Amstel will be demonstrating his Louis’ “Dance Blast”
for celebrities dancing for a good cause

Who: ‘DANCING WITH THE STARS’
Louis Van Amstel and Jonathan Roberts (*confirmed*)
Alyson Reed, “A Chorus Line,” “High School Musical,” “LA Law”
Erika Eleniak, “Baywatch,” Playboy Centerfold
Julia Anderson, “True Beauty,” “100 Most Beautiful People” (People)
Eduardo Garcia, “CORNERED,” “No Country for Old Men”
Lissa Levin Guntzelman, “WKRP in Cincinnati,” “Mad About You”
Dr. Susan Love, Dr. Susan Love Research Foundation
Marcia Strassman, “Welcome Back, Kotter” “Honey, I Shrunk the Kids”

When: THURSDAY, APRIL 1, 2010 (no fooling!)- 7 PM -10 PM
6:30 p.m. media-check-in (VIP Area, Refreshments) (Bar, a view, dance floor)

Where: RISE CLUB (above the “The Highlands” on 5th floor) at Hollywood Complex
6801 Hollywood Blvd. 5th Floor, (Hollywood & Highland), Parking \$2.00 for 4 hrs.

Background: The event is the brainchild of Lissa Levin Guntzelman, a television writer/producer (“Mad about you,” “WKRP in Cincinnati”) and breast cancer survivor. “I wanted to do this for myself, my family and other breast cancer victims,” said Guntzelman for the Dr. Susan Love Research Foundation’s MAMMOJAM 2010. “I’m a TV writer/producer, but also an 18-year breast cancer survivor and my mother died of breast cancer at age 60 so my experience and entertainment industry connections will help fight the disease. **Louis Van Amstel** will take center stage, demonstrating his **Louis’ Dance Blast** moves for the crowd to follow, including dance pros, and students from his Sherman Oaks and Beverly Hills dance classes – and **Jonathan Roberts** will dance and share the dance floor with the **Renowned Surgeon Dr. Susan Love**. The event will feature music from the 70’s to Salsa and Disco to Today. Club DJ Prophecy. Dedications of songs will be offered on seven video screens around the dance floor. Participants will have the chance to be partnered with a professional guest dancer, free appetizers, a full no-host bar, a free neck and shoulder massage, not to mention an opportunity to mingle with lots of celebrities and surprise guests on the dance floor. To RSVP (310) 828-0060 or (866) 569-0388 or visit: www.dslrf.org/endingbc/content.asp?L2=7&L3=2&SID=382 or go to: **MAMMOJAM 2010** on Facebook.

[Editors: Media please call Aida Mayo or George Mc Quade for advanced interviews and to RSVP for event. @ 818-340-5300 or 818-618-9229. Publicity@mayocommunications.com]