

Concepts in Motivation, Inc. held its 4th annual Dance-a-thon to benefit children suffering with asthma. This year we are pleased to announce that we raised over \$3,500 for the Asthma and Allergy Foundation of America, specifically the Maryland, Greater DC Chapter located in Baltimore, Maryland.

The event this year was held on Saturday, May 1st from 10:00 am – 10:00 pm at the Sandy Spring Friends School in Olney, Maryland. We were thrilled to have in attendance the Asthma and Allergy Foundation of America Maryland, Greater DC Chapter to talk first hand with those in attendance about asthma and their organization. The events of the day began with Dr. Vincent Vaghi, MD an allergist in Olney, MD talking to the dancers about asthma. Following this opening to the event, dance classes were held including a Hula Hoop exercise class and a dance contest to the Wii Let's Dance. The evening ended with a silent auction, where some items had competitive bids right to the closing time.

We know our partnership with this organization will continue to build the CM BReathe Dance-A-Thon event and continue to raise donations for this great cause. This fundraiser provides needed money and resources to support children with Asthma. The event has grown each year and the format of having educational aspects associated with asthma, followed by dance classes, leading to an evening show and silent auction creates a great day of fun and enjoyment all helping this cause.

I would like to thank all of the dancers that participated, those that gave donations, the teachers, and parents. A special thank you to all the volunteers and parents that helped to coordinate the event and show their support.

The event could not take place without the sponsorship of the following companies. Sparks Professional Staffing Services, Herron Printing, CinTel Services, Pavay Electrical Services, Giant, Safeway, McDonalds, Sol Azteca and Mama Lucia's as well as others that made donations of food, silent auction items and other donations.

We at CM look forward to another great Dance-a-thon next year with your support. Hold the tentative date of April 30, 2011.

Sincerely

Larry Rose

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President, Concepts in Motivation, Inc.