About Briora® Ballroom Dance Studio

Company Profile
Briora Ballroom Dance Studio offers dance instruction, fitness classes, and special events in Redmond, WA. Briora’s elegant, state-of-the-art facility, constructed in 2012, is the largest ballroom dance studio on the Eastside (6500+ square feet), and the studio’s teachers are certified, highly-trained professional dancers. Dance instruction is tailored to each client’s individual goals and interests and there are many opportunities to have fun dancing at classes, parties, and special events. Briora Ballroom is also available for rental for weddings, parties, and other special events.

Services Offered
- Ballroom and Latin dance instruction for all ages and levels, from social to competitive dancers
- Wedding dance instruction
- Dance-based fitness classes
- Dance parties and events
- Professional ballroom dance shows
- Rental of our beautiful studio for receptions and special events
- Retail shop and custom ballgown design

History
Established in 2012
Briora Ballroom Dance Studio was founded by professional dancer Jessica McMorrow with the help of her father, entrepreneur Gerald McMorrow, and her professional dance partner, Slava Stefanov.

Mission
Briora’s mission is to inspire and encourage our students and staff by creating a joyful community that fosters fun, togetherness, and personal growth through dancing.

Meaning of “Briora”
The name Briora is inspired by the Italian word “brio”, meaning vigor, vivacity, energy, and enthusiasm. We believe it encapsulates the joy of ballroom dancing.

Business Type
Private Corporation

Key People
Jessica McMorrow, CEO, Founder and Dance Instructor
Slava Stefanov, Choreographer and Senior Dance Instructor
Gerald McMorrow, Board Member

Corporate Headquarters
2260 152nd Ave NE, Suite 100
Redmond, WA 98052

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Executive Profiles

Jessica McMorrow, CEO and Ballroom Dance Instructor, is a professional ballroom dance teacher and performer. She is currently competing in the Professional American Smooth division, which includes the “Fred and Ginger” style dances - waltz, tango, foxtrot, and Viennese waltz. Jessica and her partner, Slava Stefanov, recently won the Rising Star Smooth competition at the prestigious Heritage Classic in Asheville, NC in March 2013.

Jessica is certified as a dance instructor by the U.S. Terpsichore Association.

Some past highlights from her professional career include ranking as a US National Professional 9 Dance Finalist and a two time Professional American Rhythm Champion at Seattle Star Ball, the Seattle area’s biggest competition.

Jessica has been dancing since the age of seven and is experienced in a variety of dance forms. Her early dance experience was in classical ballet, and she trained intensively as a ballet major at the Washington Academy of Performing Arts conservatory program.

In addition to her dance training, Jessica holds a BA in history from the University of Washington and is a published historian. She was born and raised in the Seattle area, and graduated from Lake Washington High School.

Slava Stefanov, Choreographer and Senior Dance Instructor, was born in Moscow. Soon after his birth, his parents moved to Sofia, Bulgaria, where Slava grew up and developed his dancing skills. He started dancing at eight years old and for many years he represented Bulgaria at ballroom dance competitions domestically and abroad, with great success. He turned professional in 2005, and since then he has lived and worked in Norway, Orange County, CA, and now the Seattle area.

Slava is currently competing in the Professional American Smooth division, which includes the “Fred and Ginger” style dances - waltz, tango, foxtrot, and Viennese waltz. He and his partner, Jessica McMorrow, recently won the Rising Star Smooth competition at the prestigious Heritage Classic in Asheville, NC in March 2013.

Some other highlights from Slava’s professional accomplishments include:
- 2 time Bulgarian National Professional Standard Champion
- US Open Professional Rising Star Standard Finalist
- 16th in the European Professional Standard Championships
- 18th in the World Professional Standard Championships

Slava teaches all styles of ballroom dance and is available for Pro/Am competition.
Fun Facts About Ballroom Dancing

Benefits of Ballroom Dance

Mental
- Dancing helps to improve mental acuity by requiring split-second rapid-fire decision making.
- Dancing can stimulate the connectivity of your brain by generating the need for new neural pathways. Challenging or advanced classes are even better for you, as they will create a greater need for new neural pathways.
- Dancing simultaneously involves kinesthetic, rational, musical and emotional processes.

Physical
- Flexibility: Most forms of dance require dancers to perform moves that require bending and stretching, so dancers naturally become more flexible by simply dancing.
- Endurance: Regular dancing is great for improving endurance and overall health. Elevating the heart rate through vigorous ballroom dancing can increase stamina. Just as in any form of exercise, regular dancing will build endurance.

Sense of Well-Being
- Dancing provides many opportunities to meet other people. Joining a dance class can increase self-confidence and build social skills. Because physical activity reduces stress and tension, regular dancing gives an overall sense of well-being.
- Dancing Burns Calories! And can assist in weight loss. Dancing burns anywhere from 5-10 calories per minute, depending on speed and intensity. See the chart below for calories burned during different dances.

<table>
<thead>
<tr>
<th>Style of Dance</th>
<th>Approximate Calories Burned per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100 lb Dancer</td>
</tr>
<tr>
<td>Disco, Ballroom, Square, Latin, Mambo, Salsa</td>
<td>264</td>
</tr>
<tr>
<td>Fast, Ballet, Twist</td>
<td>288</td>
</tr>
<tr>
<td>Slow, Waltz, Foxtrot</td>
<td>144</td>
</tr>
</tbody>
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Brief History of Ballroom Dancing

Ballroom dance is a type of formal partner dancing, enjoyed socially or competitively. This style of dancing can be so competitive that the International Olympic Committee now recognizes competitive ballroom dance!

The most recognizable style of ballroom dancing is International Standard, which includes Waltz, Tango, and Foxtrot. This style marked the beginning of ballroom dancing in the late seventeen hundreds with the advent of the Viennese Waltz. Other popular styles today include International Latin, American Rhythm, and American Smooth - the style of Fred Astaire and Ginger Rogers.

Because of its competitive and passionate nature, ballroom dancing has caught the attention of popular culture in recent years. Films like "Strictly Ballroom" and "Take the Lead", the documentary "Mad Hot Ballroom," and television shows like "So You Think You Can Dance" and "Dancing with the Stars," prove that the intrigue and popularity of ballroom dancing won’t be dwindling any time soon!