



## **For Immediate Release**

### **Contact**

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### **NEW SQUARE DANCE CLUB ‘NORTH SHORE SQUARES’ MAKES ITS CHICAGO-AREA DEBUT**

*North Shore Squares, serving Evanston, Kenilworth and Wilmette, becomes the first new square dance club formed in the greater Chicago area in more than 10 years.*

Aug 19 2017, EVANSTON, Ill. – North Shore Squares, formed in July 2017, has become the first new square dance club launched in the greater Chicago area in more than 10 years. The new club, which currently has about 30 members, will serve residents of Evanston, Kenilworth and Wilmette and surrounding areas by teaching beginning square dance lessons and hosting square dance events for experience dancers.

The dynamo behind the debut of the North Shore Squares, Evanston resident and musician Bruce T. Holmes, wears plenty of hats as the club’s caller, organizer, promoter and founder. Holmes got his start as a square dancer, then as a square dance teacher with his first club, Glenview Squares, based in Glenview, Ill.

“Participation in communal activities has been in serious decline in recent years,” Holmes says, explaining why he feels the North Shore area needs an activity such as square dancing. “People have seemingly infinite ways of entertaining themselves without getting off the couch. Square dancing, by contrast, keeps you moving and active. And we all need community. People live longer and healthier lives if they belong somewhere.”

Holmes emphasizes that today’s square dancing is light-years away from the gym class activity many recall from grade school. “Some have fond school memories and some don’t. But what we do today is way beyond that. Square dancing is not funny outfits or country music. It’s a thinking person’s challenge. And it’s a workout. You have to be able to sustain a fast walking pace for extended periods of time if you want to do it.”

“We are delighted to see the debut of a new square dance club serving the Chicago area,” says Rich Sehnert, incoming president of the Metropolitan Chicago Association of Square Dancers. “North Shore Squares members and caller Bruce Holmes prove there is a lot of interest in this most American of dance forms.”

Holmes welcomes North Shore residents to sample square dancing, free of charge, at North Shore Squares’ two Intro to Square Dance Parties taking place at the end of August.

- Wilmette Park District, Monday, August 28, 7:30 - 9:30 pm, at 3000 Glenview Road, Wilmette.
- Kenilworth Park District Thursday, August 31, 7:30 - 9:30 pm, Kenilworth Assembly Hall, 410 Kenilworth Avenue, Kenilworth

In addition, North Shore Squares will be hosting seven dances for experienced square dancers between November ‘17 and May ‘18. For more details, visit the club website at [NorthShoreSquares.com](http://NorthShoreSquares.com).

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### **ABOUT METROPOLITAN CHICAGO ASSOCIATION OF SQUARE DANCERS**

MCASD comprises 17 square dance clubs in the greater Chicago area, from McHenry County in the north, to Chicago’s south side, and as far west as St Charles.

*Web: [SquareDanceChicago.com](http://SquareDanceChicago.com)*

*Facebook: [Square Dance Chicago](https://www.facebook.com/SquareDanceChicago)*