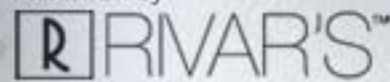




Dazzle

AUGUST 2009

Published by



Trends, Insight & Community Chat

Westlake High School

It's time for prime time!

The Premiere show choir group at Westlake High School in Thousand Oaks, CA will appear on the new ABC show, *The Middle*, starring Patricia Heaton. The show premieres Wednesday, September 30 at 8:30 p.m. EST. The comedy features a family who is middle-class, living in the middle of the country with parents approaching middle age.

Alan Rose, the choral director at Westlake High School, was thrilled when he was approached by the Executive Producer to participate in the show. "It's a once in a lifetime experience. Most of my students are not going on to be professional performers, so it's a wonderful opportunity," said Rose.

In the show, the high school daughter doesn't excel at anything that involves coordination of any sort. Against her parents' better judgment, she begins working backstage during her school's show choir performances. She ends up causing a huge disastrous fall that required some imaginative stunt work from the choir students. "The kids were even involved in the creative aspect," Rose said. "The kids were really impressed because the show didn't treat us like we were a high school group. They truly treated us like professionals."



The group had one day of dress rehearsal and two days on set with the cast and crew. The show even contacted Rivar's to make additional costumes needed for the actors and used the show choir's risers and trophies as props. "The actors were very personal, they even took photos with our group and it really was a great experience. The actors were very complimentary of my group and I'm so proud of them," said Rose.

Rivar's was thrilled to provide costumes for this new sitcom. Tune in Wednesday, September 30 at 8:30 p.m. EST on ABC to see one of Rivar's long-standing valuable customers in action! Click here to see a preview of the show.



Alan Rose, choral director at Westlake High School and some "soon to be famous" choir members with the stars of the new ABC show "The Middle"

Summer Happenings!

Summer is always a great time of year at Rivar's. This summer, the Rivar's sales team traveled to Show Choir Camps of America in Decatur, IL and Tiffin, OH, as well as the Butler Show Choir Showcase in El Dorado, KS. The sales team met and talked with directors and showcased new costumes and ideas during the Rivar's style show!

"Our job is to help customers find the perfect outfit for their show and their group. The opportunity to meet with our customers face to face is what keeps us coming back year after year", said Tara Ratliff, Rivar's Sales Representative.

In addition to attending summer camps, Rivar's also exhibited at the Europa Cantat Festival in Utrecht, Netherlands for the first time. Owner Beth Slusher and sales representative Betsy Baird attended the festival, and were able to see hundreds of performers from all over Europe. "It was wonderful to see the show choir movement have a presence in Europe," said Slusher. "Dwight Jordan directed and choreographed a show choir performance with over 100 kids, and the crowd went wild when they performed on stage!" The next Europa Cantat Festival will take place in Torino, Italy in 2012. For more information on this festival, visit: www.ectorino2012.it.

Rivar's has been attending show choir camps since the company first began nearly three decades ago! "Attending camps and festivals is important for us to stay current with what is going on in the choral world", said Baird.



Summer camp fun!
Rivar's sales force strikes a pose!

At the style show, Rivar's presented over 300 outfits with 14 models in about 45 minutes! It was an action packed runway style performance choreographed by Ron Morgan and directed by Ronald D. Hellems, Rivar's President. In addition to the show, Rivar's set up a showroom so directors could view merchandise in person and meet with their Rivar's sales representative. "There were even exclusive items that go beyond what's offered in the catalog," said Ratliff.



Europa Cantat Festival
Utrecht, Netherlands

Festival photos by Anna van Kooij



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