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**PRO CHEER DANZ DEBUTS WITH FASHION SHOW**  
**ON JULY 3 AT SUTRA LOUNGE**

COSTA MESA, Calif. (June 29, 2009) – Veteran actor/director and Costa Mesa resident [Derick Alexander](#) along with his sister former Oakland Raiderette Roxanne Alexander-Pringle are teaming together to create the next big thing in reality television: **Pro Cheer Danz**. And on July 3, Derick will be filming a fashion show segment for the pilot at OC's hottest nightclub, [Sutra Lounge](#).

**Pro Cheer Danz** is hell bent on discovering America's next break out star -- like former cheerleaders Paula Abdul and Teri Hatcher. The show chronicles the lives of seven amateur cheerleaders who compete in cheer and dance routines, hip hop dance with celebrity rap artists, an acting competition as well as both fashion and swimsuit calendar modeling.

On July 3, Pro Cheer Danz contestants will be modeling [designer](#) fashions provided by stylists Eddie and Kirsten Prosser of Corona Del Mar's [onQuestyle](#). Celebrity guest judge Bonnie-Jill Laflin and co-host Amanda Latona will be wearing custom made collection pieces by up-and-coming OC designer [Oday Shakar](#). Dramatic gem stone jewelry is being provided by [Left Turn Jewelry](#).

Pro Cheer Danz co-host **Amanda Latona** will emcee both the red carpet walk and the fashion show. Formerly a professional pop music singer and dancer, Latona is a two-time Model America champion and 2008 Flex Bikini Model Search contestant. Amanda was also recently featured in the June 2009 issue of Muscle and Fitness magazine.

The Pro Cheer Danz pilot also features celebrity guest judge **Bonnie-Jill Laflin**, who is currently the first and only female scout in the NBA for the LA Lakers. She is also a sports broadcaster on ESPN and has been voted one of Maxim's Hottest 100 Women in the World. Bonnie-Jill has danced and cheered for the Golden State Warriors, Dallas Cowboy Cheerleaders and San Francisco 49ers.

"Our contestants are truly the stars of the show," says Pro Cheer Danz co-creator and director Derick Alexander. "My sister Roxanne and I have worked hard to put together a diverse group of highly-spirited and talented individuals who are each uniquely gifted. It will be exciting to see it all come together as we explore each segment of the show."

**About Co-Creators Derick Alexander and Roxanne Alexander-Pringle**

**Derick Alexander** is a veteran actor from such TV shows and feature films as "DreamGirls," "Cast Away," "King of Queens," "Grey's Anatomy," and "E.R," to name a few. A graduate of Chapman University's Dodge College of Film & Media Arts, Alexander recently directed and co-wrote the film, "The Last Days of Toussaint L'Ouverture." He lives in Costa Mesa, Calif., with his wife and two daughters. Alexander's sister **Roxanne Alexander-Pringle** is the show's host and co-creator. Stockton resident Alexander-Pringle is a former four-time Oakland Raiderette who has experience with all aspects of professional cheerleading including game day performances, modeling, TV and photo shoots, fan-based promotions and community service.

Derick Alexander is represented by Mimi Mayer at Angel City Talent. Studio inquiries about Pro Cheer Danz and meeting requests with Mr. Alexander can be facilitated by contacting Mimi Mayer at 818-760-9980.

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