

# A few Lines about Nuline



As readers may recall, Linedancer reported recently on the launch of Nuline by its founder Alison Johnstone. Many readers were intrigued and Nuline is proving more than just a good idea. Alison gives us this update....

Alison Johnstone is one of those people who sweeps you along with her unbridled enthusiasm and 'joie de vivre'. She simply lives and breathes Line dance and Nuline came about because she wanted many more people in the world to start enjoying Line dance. She says: "I have been instructing Line dance for around 25 years and I became very concerned about the future of Line dance after a break from it, due to a severe accident (Alison fractured her spine). I realised that Line dance had problems attracting new blood due to preconceived and misconceived ideas about what people dance today."

As we all know the media at large has never helped the image of Line dance

and throughout the years, papers, TV, etc. have contributed to do a great deal of harm to the image of Line dance. Where once it was seen as quite cool, today's media would have it a very different way! Alison says: "I could either moan about it or do something... this is how a registered company was born, a professional logo trademarked, a world wide professional website launched and merchandise designed. Nuline was born." Alison loves country music but like most dancers she also appreciates all genres of music and dance. The challenge was to get the message to potential dancers and to build a Global Brand much like Zumba has achieved for the aerobics world. Like the Zumba logo the NULINE DANCE orange man could be recognized everywhere.



In the last few months, Alison is very pleased to report that Nuline Dance has attracted clubs globally and the name is becoming known much more quickly than she expected. Already, lots of instructors have rebranded their club Nuline Dance from Australia to USA to Norway to the UK including famous names such as Alan Birchall (Human Dancer), Karen Hadley (Hunn) (Evergreen), Growler and Audrey Watson (Be Strong) amongst the 'household' names who have joined. Alison emphasises: "Every club is as important as the next for me. Of course, it is great that we have some well known choreographers joining as it helps all of the clubs with support and camaraderie at all levels. It also shows how potentially important Nuline is for Line dance's future."

As for the Nuline dance clubs organisers, they are happy to explain their reasons for having joined Alison in her new venture. Audrey Watson replied that, "It has brought a new lease of life to Line dancing

in my area." Whilst Christine Muttock from Norwich said, "Members points of view are treated with respect along with good advice and backup if required". Karen Kennedy from Dundee agrees, "Nuline Dance has opened up new doors for me and I have gained a few new classes under the Nuline Logo." Paul Turney from Cumbria points out that, "Nuline Dance has given me a lot of free publicity, it has enabled me to correct public perception of what I do in classes and has also created a positive network of instructors that all have one aim, to promote Nuline dance for the benefit of dancers worldwide." For Alan Birchall, the concept is terrific, "Nuline has given us an Identity and a modern image, a new image with a new Logo which reflects the type of classes we run. It has also created discussions in the classes about the way our form of dancing is heading, both good and bad..."

And their decision has impacted on their classes numbers too.

# NULINE

dance



*"Delighted with my new Beginner class, this time last year I had eight through the door, this time after my wee bit in the paper telling everyone it was Nuline I have 29 in total" (Audrey)*

*"29 at my new Nuline class tonight with hopefully more next week now the feature has been in the paper!" (Paul)*

*"First Nuline Class Penarth Went really well, I had 25 !!!" (Ruth)*

Alison has always been at pain to underline that Nuline is NOT about turning one's back on what they love, but simply to change the perception of others who would never try this wonderful pastime due to the preconception they have of something they know nothing about. What's in a name? A lot it seems.

How does the future look for Nuline? Alison who has just been awarded Australian Line Dancer/Personality

of the Year 2011 is also a successful businesswoman and knows that Nuline is a vehicle that will work. She says: "I intend to keep Nuline Dance growing and make a real difference for Line dance. If you are serious about Line dance and its chances in years to come, Nuline is the first step." She hopes that eventually a decent marketing effort will put the brand on the worldwide map. She adds: "I just want to get to the very goal which is summed up in the words of the Nuline Dances Mission, "to preserve and perpetuate this form of dance on a global basis". And that sentiment is surely one shared by every Line dancer in the world.

**To find out more about joining Nuline Dance no matter how small or large a club you have, contact Alison by email - [alison@nulinedance.com](mailto:alison@nulinedance.com) or visit the website and read more about Nuline Dance - [www.nulinedance.com](http://www.nulinedance.com).**



# Dance ahead with NuLine... No matter what the size of your club

If you are looking to increase your class numbers and spread the word about Line dance, Nuline can help.

Nuline is the new registered Trademark brand for Line dance. We all know that Line dance is not what new comers believe it to be and it is time to share our passion and spread the word!

With the use of the Nuline trademark new comers will come through the door open minded, unprejudicial and excited to be a part of our exciting dance genre. You will be amazed at how a perception can change with the right branding.

## THIS IS WHAT OUR NULINE INSTRUCTORS HAVE HAD TO SAY

*"Delighted with my new Beginner class! This time last year I had 8 through the door... after telling everyone it was Nuline I have 29 in total!" Audrey*

*"First Nuline class went really well I had 25" Ruth*

With Nuline all the negatives from the media can be banished...

## NULINE IS THE FUTURE OF LINE DANCE

# What you get

When you join Nuline you can use the trademark in all your advertising. You also get use of the main website to display all your classes, dances taught, events and choreography! With instructor only blogs, beginner programmes and group marketing, the sky's the limit!

A complete package for only £50 (or country equivalent) a year that works out at just 96p a week. You can even pay in instalments just ask for details.

Its time to break away from the old misconceptions...

Contact Alison Johnstone at [alison@nulinedance.com](mailto:alison@nulinedance.com) or visit [www.nulinedance.com](http://www.nulinedance.com)