

*"You are providing women with far more than parties and products. You are providing them with purpose." LM*



*"Frankly, I had given up hope for our daughter functioning in social settings. But thanks to your Culture Camp she is not only surviving, she is thriving. My eternal thanks." BGM*

*"I had all but completely lost all connection with my femininity and I forgot how much I love to dance! Getting in touch with myself along with my siren sisters through these beautiful dances has not only changed my body, it's changed my life." CAS*



*"My new morning ritual — turn on my computer, take the dogs out, pour a cup of coffee, and sit down to read your daily blog. Love the recipes, tips and ideas & the quirky stuff too." PNW*

## Our Core Beliefs:

We believe in joy, in beauty, in confidence, in success - all that resides within the core of each woman. We believe that the flame which fuels this core deserves to be stoked and set ablaze.

In celebration of the light and joy at our core we have created themed fitness dance parties & joy of dance workout classes, a way for women to express beauty and balance on every level. More than just the most fun theme party in town, these core workouts enable women to turn up the heat on their fitness level, and to feel attractive, enlivened and empowered in an inspiring and intimate environment, surrounded by friends.

Our memberships and web community create opportunities for supportive sisters to share not only the joyous dance of fitness, but that of life. Whether in-person or online we invite you to join us as we revel in a variety of events, experiences, goods and services that all serve to enhance our joy, down to the core.

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## Joie de Vivre Lifestyle's Meaningful Memberships



You can help enable worthy women  
to nurture their joy...  
beginning with yourself

### **joie de vi-vre**

[zhwAd<sup>uh</sup> vee-vr<sup>uh</sup>] (zwa də vivrə)

Origin: French — noun

joy of living; delight in being alive;  
a keen, carefree, buoyant or  
cheerful enjoyment of life; an  
exultation of spirit; ebullience.



Whether you join us as a **Siren Sister, SocieTea Girl, L'il Mermaid, Meetup Maven, Theme Party Presenter** or

**Dance Director**, we welcome you into our fold. As part of a nurturing and supportive sisterhood you will be included in all that we offer and do; from our overflowing **Bangles & Benies** Rewards Program to revelings and opportunities both in person and online. Barefoot or stilettoed, we'd love to have you kick up your heels with us!

### MEMBERSHIP OPTIONS

We offer more than one kind of membership as there is more than one kind of female among us. Adult memberships are available for \$25 annually and those for young ladies through the age of 15 are \$12<sup>50</sup>. For those who sign up for membership while attending a Theme Dance Party (\$15 for women, \$10 for girls), your party registration may be put towards your first year JdV Club membership (for a balance of \$10 for women, \$2<sup>50</sup> for girls). All JdV Club memberships provide a variety of perquisites and occasions to earn them.

### Siren's Soul — Indulge the Temptress Within

Our original Joie de Vivre Lifestyle membership. As a siren sister you will have access to a wide array of joy-cultivating resources:

#### ◆ Self-Enrichment

- workout like no one's watching with on-demand online at-your-own-space dance classes
- etiquette training
- products from JdV-approved vendors
- join our Eventeur Team and earn extra cash (see our website or ask for details)
  - Meetup Maven (serve as JdV point person in your area & preside over local events)
  - Party Presenter (coordinate Dance Parties & earn commissions)
  - Dance Director (lead movement at Dance Parties)



### ◆ Sharing through Sisterhood

#### • In-Person



- Local Meetup events with members. These range from festivals and cultural outings to spa treatments (mud baths, body wraps etc) to athletic adventures (such as trapezing) to group dinners at a specialty restaurant, movies in the park, JdV Theme Dance Parties & so much more
- Regional Girls-Only Get-Togethers featuring a specific focus & nurturing personal growth with proceeds benefitting sisters in need
- Glamorous week-long sisterhood-wide resort Getaways including Dance Classes, local outings & Siren Ceremony

#### • OnLine

- Scheduled Happier Hour Chats with a timely topic to fuel conversation
- Occasional Colloquial Confabs (conference calls) with Special Guests
- Streaming dance classes... join your siren sisters in learning the latest of our dances which (if interested) you may perform in unison at one of our Siren Sister Happenings (or eventual UnConvention); workout alone or together with local sisters at home
- a portion of all purchase proceeds goes to benefit women who have experienced domestic violence

### High SocieTea

Membership as a SocieTea Girl in our Joy of Tea SocieTea entitles members to all of JdV's opportunit teas and resources, but with an emphasis on tea-related goods and services. Enjoie Afternoon Tea Meetups, detailed listings on your favorite tea rooms, tea trends and 'festiviteas' info and weekly online VirtualTea Chats in private chat rooms as well as blogs, etiquette tips, entertaining ideas and recipes just for SocieTea members.



### Girl emPower!

JdV Juniors (are young ladies age 15 and under who are too young to be considered sirens; rather, they are, to us, L'il Mermaids and as such) are warmly invited to participate in our **Poise & Porpoise... ehr Purpose** Manners Program. In the absence of finishing school we provide opportunities to express grace and confidence in a lively, decidedly non-fuddy-duddy way. Our juniors have access to their own site page under the sea and receive weekly blogs emailed to them by our mermaid Lilly plus video logs by Kelpy. On the party scene, we have a variety of theme celebrations from which JdV Jr's can choose: dance parties, craft parties & musical Faerie Tale Teas.



### The Big Pay-Off! Member Rewards

From the moment you join our sisterhood your membership begins paying for itself.... literally!



Take \$1 off your first 25 expenditures on JdV events, merchandise or classes, and you will have reimbursed yourself for your membership. As

a cherished member you will instantly be included in your area's Meetup group (as applicable) and have access to Members-Exclusive discounts, activities and internet pages.

With hundreds of combined benefits and nearly effortless means of earning them, most often based on you sharing your joy and without you spending a cent, our abundant Bangles & Benies Member Rewards program offers perqs ranging from recognition to merchandise to unforgettable experiences. But the real benefits are the intangible ones... the cherished friendships you cultivate, and beautiful things you learn... especially about yourself.

