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Lifetime Channel Films Reality Show Segment At Local Swimwear Outlet

Orlando, FL, 7/1/11 — Lifetime Television's explosive new reality show, **Dance Moms**, came to Orlando on Friday to film segments for the show to be aired this summer. Two dance moms, whose daughters participated in a dance competition earlier that day, were filmed shopping for swimwear for their daughters at American Swimwear in Lake Buena Vista Factory Stores. Plans are to include the footage in an upcoming episode.

On Wednesday, July 13, Lifetime Television will raise the curtain on the seemingly innocent, yet extremely intense, political and colorful world of competitive dance among young girls and boys when it premieres the all-new docu-series, **Dance Moms**, at 10:00 PM ET/PT.

"We got some really great footage " said Lindsay Schwarz, assistant production office coordinator for Collins Avenue who is producing the show for Lifetime, referring to the shoot at American Swimwear. Lindsay also complimented the employees of the store saying they were "very accommodating and friendly." The episode featuring the American Swimwear store is tentatively scheduled to air at the end of July.

American Swimwear, in business in Orlando for over ten years, offers "better swimwear at better prices" and is located at the Lake Buena Vista Factory Stores, 15657 S Apopka Vineland Rd (SR 535) and can be reached at 407-465-1765.

Behind the scene photos available on request.

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