



## **BRUCE RILEY (2019)**

When you're known by the locals as "the redheaded guy who shags all the time," and the local radio station refers to you as "Mr. Shag," you are on a path that leads to the VSHOF. A native of Kansas City, he began bopping with his sister to American Bandstand at age 10.

A stint in the US Navy brought him to Virginia Beach and the Peppermint Beach Club, where he learned the beach swing which led to Shag, and where he also met his wife. Family life took him to Halifax, VA, and he continued to be involved with social dancing, exhibitions and teaching.

Becoming single again in 1999, he moved to Lynchburg, joined the Lynchburg Shag Club, quickly becoming a favorite partner and instructor, He moved to South Boston in 2004, and joined the Danville Shag Club, and became an instructor for the next 14 years, helping to expand and support the growth of the dance in Southside Virginia. Bruce taught church youth at Kerr Lake summer camp for a few years, and helped found the Kerr Lake Shag Club in 2013.

On the competitive side, he placed 5 times at Rookies Revenge, and placed 5<sup>th</sup> in the 2017 Smoothies at SOS, while taking 1<sup>st</sup> place at the Lynchburg Beach Music Festival that same year. He continued participating in various Shag competitions, placing 22 times out of the 27 contests. He rounds out his outstanding dance-centered resume with his active support and instruction of juniors, and traveling to Clarksville, VA to teach and promote Shag.

Following his induction into VSHOF in 2019, Bruce continued shagging as much as possible. He continued attending VSHOF induction ceremonies to celebrate with the new inductees and continues teaching Shag in his local area. He attends and supports several shag club functions in Lynchburg, Danville, and Kerr Lake; and he joined the Richmond Shag Club. He participated with the Danville Shag Club with Shag demonstrations at the area nursing home and enjoys his retirement by hunting, fishing, shagging, attending SOS, and doing some traveling.

Bruce says *"...Life is good and Shagging has afforded me the opportunity to meet many new great people as well as staying in shape"*. As they say, Shag is not just a dance, but a way of life, and a large extended family of people who enjoy the music, the dance and the fellowship that it offers. Bruce notes that since the time that Shag came into his life, his circle of friends has grown exponentially, enriching his life immeasurably. He is very thankful for all the people he has met through Shagging and looks forward to meeting many more. Bruce believes the best way to enjoy life is by keeping his penny loafers on the dance floor. Bruce prays for the good Lord's blessing with many more years of Carolina Shag dancing! He is a true Ambassador, promoter, and performer of the Dance.