

# SAN DIEGO Jewish Times

SAN DIEGO'S JEWISH MAGAZINE

## **ERIC SANDS: SAN DIEGO'S "BAR MITZVAH KING"**

Eric Sands – DJ, owner and operator of Sundance Productions - is widely known as San Diego's "Bar Mitzvah King". With over 18 years experience, Eric is personally responsible for the success of more than 1,000 Bar/Bat Mitzvahs and weddings since 1982. And the party continues!

When Eric moved from New York to San Diego in 1988, he brought a wealth of music, experience, and interactive party routines with him. Eric had his own Bar Mitzvah in Israel during the summer of '77 and attributes his success to the highly personalized service that he delivers. He never subcontracts a job. With his staff of dancers and assistants, Eric brings the party to the dance floor.

Featuring computer-controlled music programming, Eric explains, "...there are usually three generations of people present at a typical simcha, and it's important to be diversified."

The big trend in Bar/Bat Mitzvahs the past few years has been the use of big screen video. Using the new LCD projection equipment with one or two 15 foot screens will add an incredible "larger than life" reality to the reception. "Guests are able to see everything that happens. It adds a whole new dimension to the party.... and the kids love watching themselves on the big screens."

Jewish receptions which Eric has recently performed at include the Bar Mitzvahs of Adam Ponoman, Alan Adler, Aaron Muller, the Bat Mitzvah of Shayna Schonberger, the wedding of Bill and Harriet Becker, as well as the annual "Place To Be" party. To have Sundance at your next affair, call Eric Sands at (619) 286-DJJD.



**Eric Sands**