

# Steven Tanenbaum of A Wish Come True to be Featured on CUTV News Radio

BRISTOL, PENNSYLVANIA, UNITED STATES, November 29, 2017 /EINPresswire.com/ -- In 1982, Steve Tanenbaum worked on the Hollywood production set of the iconic music video for Michael Jackson's #1 Hit, "Billie Jean." Between takes, he marveled as Jackson tried out a brand-new dance move ("The MoonWalk"), which he would debut two months later on Motown's 25th Anniversary TV Special.

Though Tanenbaum would soon go on to achieve remarkable success in commercial real estate in the eastern U.S., his career has now come full circle. Today, Tanenbaum is the Managing Partner and CEO of A Wish Come True, the country's foremost manufacturer of dance costumes.

A Wish Come True designs, manufactures, markets, provides consulting services, sells, distributes and ships high-quality, pre-designed, as well as custom-made costumes and dance accessories for virtually every genre of dance taught in dance schools, community centers, public and private high schools and universities in the U.S. and virtually anywhere else in the world.

"When I bought this business in 2005, people had barely talked about, let alone promoted 'The U.S. Dance Industry' in many years," says Tanenbaum. "But, in part based on research, as well as instinct, I had this sense that in the U.S., Dance was an iconic element of our culture. Even in a recession, what mom or dad is going to take dance classes away from their daughter? It's her favorite thing. They get to see her perform on stage, under the bright lights, and nothing could possibly replace that. Therefore, A Wish Come True should be fairly recession-proof, as long as we did a good job."

The logo for A Wish Come True. It features the word "A" in a large, stylized font with a blue star above it. Below "A" is the word "Wish" in a serif font. Underneath "Wish" is the phrase "COME TRUE" in a bold, sans-serif font. At the bottom, the tagline "Dance Costumes ★ Team Wear" is written in a blue, sans-serif font.

Today, A Wish Come True is considered the highest quality, most fashion-forward and creative manufacturer of dance costumes in the U.S. When "Dancing with the Stars" took off, so did A Wish Come True.

A Wish Come True does not have a retail outlet or a factory-direct Web site to sell their costumes; they only sell directly to dance schools, and there are thousands of dance schools across the United States.

"It's really nice being in a business where you have the unique opportunity, let alone the daily capability, to make people happy!" says Tanenbaum. "The greatest single reason for the success of this company is that from the top to the bottom of our organization, our executive staff, our creative and production teams, our sales and customer service teams are motivated and driven to be the best by imagining 'that little girl,' our customer, dancing on that stage for her family to see. The people who work for us absolutely see and feel this: 'You are here to make someone's child happy!' Isn't that worth putting extra care, consideration, attention and effort into? Wouldn't you want someone doing that for your child?"

CUTV News Radio will feature Steven Tanenbaum in an interview with Doug Llewelyn on December 1st at 2pm EST, with a second, in-depth interview and discussion on December 6th at 1pm EST.

Listen to these shows on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information, visit <http://AWishComeTrue.com>.

Lou Ceparano  
CUTV News  
(631) 850-3314  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.