

iRule Dance Studio

BEAUMONT, TX

When CharLee Hanna-Rule founded iRule Dance Studio in her small Texas town in 2007, she wanted to create a space dedicated to diversity, where people of any race, age or physical ability would be fully accepted—which was no small feat.

Her perseverance paid off. The studio, which started out with 20 students, now has more than 280 dancers, who compete in—and win—numerous regional and national competitions. More importantly, CharLee’s involvement in her students’ lives extends well beyond their dance training, and her commitment to their well-being hasn’t gone unnoticed.

In 2021, she and two of her students-turned-teachers were featured on the Ellen DeGeneres Show, where CharLee was awarded \$50,000 to further her life-changing impact on her students and community.

CharLee attributes approximately 50% of her business to Meta apps—but one of the greatest benefits the platforms have offered is the ability to view content from other studios and dance companies. Her young dancers are inspired by watching countless Facebook and Instagram Reels featuring other BIPOC dancers.

“Representation matters!” CharLee said. “When young dancers see other dancers who look like them on my Instagram posts, they know they can be just like them. We are so proud to offer that to our community.”



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I can’t imagine my life without Meta apps. I use Facebook and Instagram for all my advertising, inspiration and communication with my dance families and company members.”

— CharLee Hanna-Rule, Owner,
iRule Dance Studio