

WHAT IS ZUMBA?

- ? Zumba® is fun...it's the type of exercise you'll want to do every day and feel good about doing it!
- ? It's different. You probably never thought you'd be exercising to this type of music.
- ? It's effective. It is an aerobic workout, which we all know works. But it's more fun, which will make you stick with the program until you get results.

Let's face it, working out can be healthy, rewarding, beneficial working out can be lots of things, but it's never been known to be much fun UNTIL NOW!

Zumba® Fitness combines high energy and motivating music with unique moves and combinations that allow participants to dance away their worries. It is based on the principle that a workout should be "FUN AND EASY TO DO" in order for participants to stick to the program and achieve long-term health benefits. Zumba® Fitness is not only great for the body, but is also great for the mind. It is a "feel-happy" workout.

Zumba® fuses hypnotic Latin rhythms and easy to follow moves to create a dynamic fitness program that will blow you away. Our goal is simple: We want you to want to work out, to love working out, and to get hooked. Zumba® Fanatics achieve long term benefits while experiencing an absolute blast in one exhilarating hour of caloric-burning, body-energizing, awe-inspiring movements meant to engage and captivate for life!

The routines feature interval training sessions where fast and slow rhythms and resistance training are combined to tone and sculpt your body while burning fat. Add some Latin flavor and international zest into the mix and you've got Zumba®!

In the past years Zumba® has become nothing short of a revolution. Coining the concept of fitness-party™ and making fitness fun, Zumba® has spread like wild-fire, and has positioned itself as the single most influential movement in the industry of fitness.

History

Celebrity fitness trainer, "Beto" Perez, stumbled upon the concept of Latin inspired fitness in his native country of Colombia (South America) in the mid 1990's. One day, he walked into his class and realized that he had forgotten his aerobics music, and his only option was to grab whatever tapes he had in his car. Beto's tapes were comprised of the songs that he loved, the traditional Latin salsa and merengue music with which he had been raised. But it was a challenge to improvise a whole class on the spot using non-traditional aerobics music. Beto rose to the challenge and from this last-minute improvisation was born a revolutionary fitness program – Zumba®! The class soon became the most popular class at his fitness facility.

In 1999, after his success in Colombia, Beto brought the class to the United States, where he was approached by entrepreneurs Alberto Perlman and Alberto Aghion to create a global company based on the Zumba® fitness philosophy. The three young entrepreneurs then set a goal to offer Zumba® classes all over the world.

Why is Zumba® so popular? Because it's the BEST party around. Ditch the workout and JOIN the PARTY!