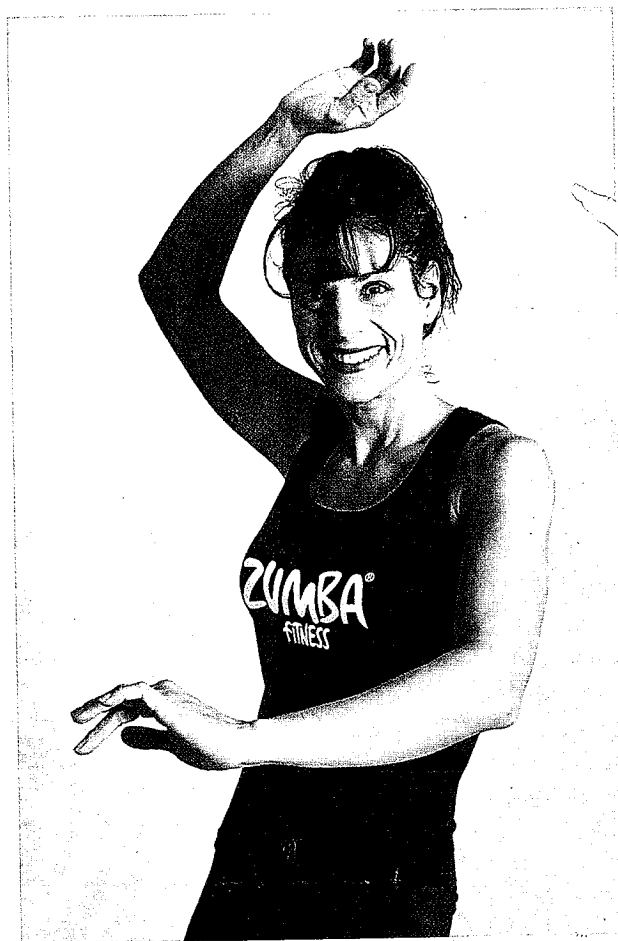


Zumba: Dance Your Way to Fitness

Zumba (pronounced zoom-ba) is shaking off the pounds and inches, not to mention shedding the stress. If you're looking for a different alternative to your everyday, traditional workout, look no further.



Zumba is a fusion of Latin and international music and dance themes creating a dynamic, exciting and effective fitness system. Its routines are a combination of fast and slow rhythms based on dances such as salsa, merengue, calypso, cumbia, reggaeton, belly dancing, samba and flamenco. It utilizes the principals of aerobic interval and resistance training to maximize caloric output, fat burning and total body toning with easy-to-follow dance steps.

Combining high-energy and motivating music with unique moves and combinations that allow participants to dance away the pounds, Zumba is based on the principle that a workout should be fun and easy to do. This helps individuals stick to an exercise program and achieve long-term health benefits. In addition, this “feel-happy” workout is not just great for the body, but it's also great for the mind. You leave Zumba uplifted and energized, as if you've just been to one big dance party!

That's the consensus found at Robin Horneff's Performing Arts Center in Westwood, NJ, where Bessie Neshan, a Zumba certified instructor since 2003, teaches the workout six times a week.

I really see the joy in people's faces as they get the moves and dance to the rhythms,” says Neshan, who is also a

certified personal trainer, group instructor and lifestyle fitness coach. “They're ‘shrinking’ right before my eyes. People are losing weight, dropping inches, toning muscles and best of all, improving their outlook on life. After an hour of Zumba, it's common to experience ‘Zumbaphoria,’ the feeling that you're ready and able to tackle anything the day will bring.”

Some of the “Zumbateers”—as Neshan calls her students—are saying:

- “My hips have never been smaller.”
- “Sixty minutes go by so fast and I want to keep going.”
- “I finally found something that works for me.”
- “It's one big dance party!”
- “Zumba helps me forget the stress I had at work all week.”
- “You'll work your abs off.”
- “I have the endurance I never had before.”
- “Zumba has changed my life!”

More than a million people all over the world take Zumba classes every week. Zumba got its start in Colombia in the mid 1990s when fitness trainer “Beto” Perez walked into his traditional aerobic class one day only to realize he had

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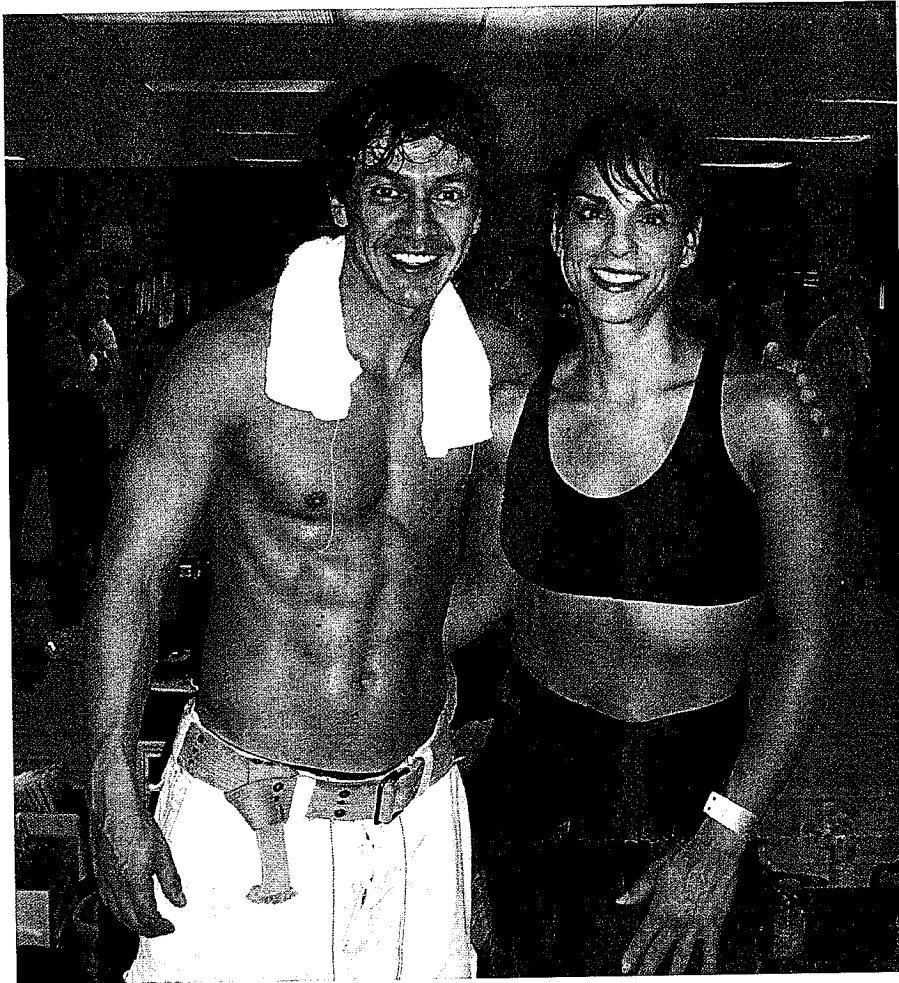
forgotten his aerobics music and his only option was to use whatever tapes he had in his car. Perez's tapes comprised the songs he loved: salsa and merengue. His challenge at that moment was to improvise a whole class using non-traditional aerobics music. Perez rose to the challenge and from that day a revolutionary fitness program—Zumba—had begun. The class soon became the most popular class at his fitness facility.

Hoping to spread the fitness, Perez took his freestyle moves to Miami in 2000 where Zumba became an instant sensation and a global company was created based on the Zumba fitness philosophy. Zumba now spans DVDs, videos, infomercials, Zumbathons, studios and an instructor-training program in countries such as the U.S., Japan, U.K., Canada, Taiwan, Mexico and Portugal.

"Zumba is it! I don't want to teach anything else," Neshan says. "Nothing else has changed my own body like Zumba and I wanted to bring those results and enjoyment to the community without the need to join a gym. Too many people join a gym with good intentions and then stop for a variety of reasons but are still obligated to a gym contract. Here you pay as you go at \$10 a class with one free class after 10 and regulars receive three free classes. I wanted to provide a fun, motivating and effective fitness class without the commitment. People have lives and they have to come and go as they need without the guilt that they're not utilizing their gym membership as they should be."

A participant can burn between 400 to 800 calories in one class, depending on how much effort is put forth, according to Neshan. Classes run 60 minutes with a warm-up and stretches, intervals of fast and slow dance rhythms with a break mid-way and a progressive cool-down with stretches. All participants are encouraged to take breaks when needed.

"If that means marching in place instead, do it; walk out of the room, cool



off and come back, do it; take a water break, do it," Neshan explains. "There's no competition in my room; you compete only with yourself."

"No perfection is required, otherwise I'll be the first one to leave," Neshan continues. "Just being in class and trying your best is what counts. The rest will fall into place when the music starts and you begin movin' and groovin' to the beat."

Zumba is based on low-impact moves that still afford those with health limitations an opportunity to engage in a healthy exercise program. It can be tailored and modified to individual needs, such as bad backs, bad knees, arthritis and any other pre-existing or current musculoskeletal conditions.

"There's always a modification available and I encourage communication

privately before or after class so I can specify those alternatives," Neshan says. "And even if an individual has health limitations, he or she will benefit from the positive environment and experience. The music is energizing."

"I aim for everyone to have a feel-good experience in my class," Neshan notes. "It's not about me; it's about them. Smile everyone; throw your stress out the window. This is your time now."

Zumba classes taught by Bessie Neshan are held six times a week at Robin Horneff's Performing Arts Center in Westwood, NJ. Contact her at (201) 390-4696 or bn-30236@mywdo.com for class days and times. For more Zumba information, visit www.zumba.com.