Let's face it, working out can be healthy, rewarding and beneficial. Working out can be lots of things, but it's never been known to be an exhilarating experience…UNTIL NOW!

The Zumba® program fuses hypnotic Latin rhythms and easy-to-follow moves to create a one-of-a-kind fitness program that will blow you away. Our goal is simple: We want you to want to work out, to love working out, to get hooked. Zumba® Fanatics achieve long-term benefits while experiencing an absolute blast in one exciting hour of calorie-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.

In the past years, the Zumba® program has become nothing short of a revolution, spreading like wildfire, and positioning itself as the single most influential movement in the industry of fitness.

As of October 2010, the Zumba® program is being taught at over 90,000 locations in 110 countries, has sold millions of DVDs, and has changed the lives of Zumba® Fanatics worldwide with an astonishing 10 million participants taking Zumba classes every week!

Why? Because it's the best party around!
History

Raised by a single mother in Colombia, Beto Perez taught step aerobics in the early 1990s in order to pay for dance training.

One day, he walked into his aerobics class and realized he had forgotten his aerobics music. Thinking quickly, he grabbed whatever tapes he had in his backpack. Beto’s tapes were comprised of songs he loved, the traditional Latin salsa and merengue music he listened to all his life. 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 a revolutionary new concept in fitness was born – the Zumba Fitness-Party™! The class soon became the most popular class at his fitness facility.

After his success in Colombia, Beto brought the class to the United States when he and his mother moved to Miami. In 2001 he was approached by entrepreneurs Alberto Perlman and Alberto Aghion to create a global company based on his fitness philosophy. The three young entrepreneurs trademarked the word Zumba® and set a goal to expand the brand all over the world.

In 2002 The Albertos secured a deal with a large infomercial company to launch the concept nationwide resulting in the sale of hundreds of thousands of videos in the U.S. market. The overwhelming response created a demand for more Zumba® instructors, so Zumba Fitness® created an instructor training program to satisfy the growing demand. The program was an instant success. By September 2006, there were thousands of Zumba® instructors worldwide.

In 2007 The Zumba® program launched internationally and currently spans six continents – North America, South America, Europe, Africa, Asia and Australia. Now, the entire world is partying to the exciting rhythms of the Zumba Fitness-Party™!

Zumba Fitness® continues to expand and meet the growing demand for classes and variety. In 2008 Zumba launched its third DVD collection adding exciting surprises like the Zumba® Toning Sticks and the Zumba® LIVE! Workout. Soon Zumba will be available for Wii, Xbox and Playstation so you can further enjoy your Zumba experience!

Zumba has an exclusive clothing range available for purchase online or through your Zumba instructor.
Classes

The idea behind Zumba is: "get fit, have fun." Hour long classes provide interval training, shuffling between brisk aerobic routines and slower resistance exercises. The regimen burns hundreds of calories as well as tones and sculpts every major muscle group. Music provides the impetus. Each class uses four fundamental rhythms based on a variety of dance styles--e.g., flamenco, samba, salsa, merengue, hip hop, and tango, to name a few.

Basic Zumba Steps & Styles

Merenge

Salsa

Samba

Reggaton

Hip Hop

International
The ZUMBA Workout

Aerobic = cardio

Muscular = strength, flexibility and muscular endurance

Interval Training = combination of Aerobic & muscular work. 
Cardio – recovery – cardio – recovery etc. An excellent format for both beginner and advanced exercisers.

Mind Body
Generally the reasons behind a workout are weight loss, muscle toning and overall body changes. Zumba takes the meaning of a workout to a new level using high energy and motivating music with unique moves and combinations that allow participants to dance their worries away. Zumba participants don’t say I should go to class, they say I can’t wait to go to class!!!!

Zumba is not only great for the body but its also great for the mind. It is a feel good workout. Zumba helps improve self esteem, self confidence, self image and in many cases has changed lives!

High Calorie expenditure
Dynamic Core workout
Easy to follow non intimidating environment

Weight Loss
Positive Self Image
Exercise in disguise
The Zumba Formula

Music – high energy. New music – not radio commercial tracks

Steps – easy to follow

Choreography – fun & repetition

**MUSIC BREAKDOWN**

Intro
Verse
Chorus
Break
Verse
Chorus
Musical Interlude
Chorus
Ending

Creating your own routine……………..

Intro……………………………………………………………………

Verse 1………………………………………………………………

Chorus………………………………………………………………

Break………………………………………………………………

Verse 2………………………………………………………………

Chorus………………………………………………………………

Interlude……………………………………………………………..

Chorus………………………………………………………………