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## **ZUMBA FITNESS INSTRUCTORS RAISE MORE THAN \$1 MILLION TO SUPPORT BREAST-CANCER RESEARCH THROUGH GLOBAL 'PARTY IN PINK'™ INITIATIVE**

*Worldwide Network of Zumba® Instructors Helps Double the Fitness Company's 2010 "Party in Pink"™ Donation to Susan G. Komen for the Cure® and Its Global Charity Partners*

**Jan. 3, 2012 - HALLANDALE BEACH, Fla.** – During the months of August, September and October, thousands of instructors from the largest branded-fitness company in the world rallied Zumba® Fitness enthusiasts from around the globe to raise **more than \$1 million** for Susan G. Komen for the Cure® and its global non-profit partners in support of breast-cancer research.

"We are extremely excited to have grown the 'Party in Pink' initiative into a global campaign supported by the entire Zumba Fitness family, and we're humbled by the outpouring of support, time and dedication from our incredible Zumba instructors worldwide," said Alberto Perlman, CEO and co-founder of Zumba Fitness. "Their dedication was an integral component to the campaign's success, pushing us to raise more than \$1 million for breast-cancer research. We are truly proud of their amazing work—not just during 'Party in Pink' but all throughout the year."

Every day, Zumba instructors around the world instill pride, dedication and inspiration in others to achieve their personal best. Through its Zumbathon® classes-for-charity platform, Zumba instructors raised money hosting more than 1,300 Zumbathon charity events in 34 countries in recognition of Breast Cancer Awareness Month. In addition, 30 percent of 'Party in Pink' Zumba® wear sales (including tank tops, t-shirts, cargo pants and accessories) went to Komen and its global non-profit partners.

"Now in its second year, Zumba's 'Party in Pink' has done an incredible job of bringing people together in more than 30 countries across the globe to raise awareness and funds for important breast-cancer research and community programs," said Katrina McGhee, CMO & executive vice president for Susan G. Komen for the Cure. "'Party in Pink' not only gets people moving and having a good time, but exercise is known to reduce breast-cancer risk, making this partnership a perfect match!"

For more information on Zumba Fitness' Zumbathon charity platform, please visit [www.partyinpink.com](http://www.partyinpink.com)

### **About Zumba Fitness, LLC**

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Coined "fitness-parties," Zumba classes blend upbeat world rhythms with easy-to-follow choreography, which provide effective, total-body workouts. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 12 million weekly class participants, in over 110,000 locations, across more than 125 countries. In addition to its original Zumba® program, the company also offers a range of specialty classes, including Zumba Gold® (for active older adults), Zumba® Toning (body-sculpting class that uses maraca-like Toning Sticks), Aqua Zumba® (the ultimate "pool party" workout), Zumbatomic® (Zumba routines for kids), Zumba Sentao™ (chair-based Zumba class that strengthens, balances and stabilizes the core) and Zumba® in the Circuit (a 30-minute workout that combines signature Zumba® moves with circuit training at timed intervals). The Zumba® fitness lifestyle is rounded out by the company's many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games, Fitness-Concert™ events and a lifestyle magazine. For more information about Zumba Fitness programs and products, or to find a live class, visit [zumba.com](http://zumba.com) and find us on [Facebook](#) and [Twitter](#).

### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 50 countries with a special focus on low-resource and developing nations. Visit [komen.org](http://komen.org). Connect with us on [Facebook](#) and [Twitter](#).

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