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ZUMBA FITNESS BRINGS OUT YOUR "INNER GLOW" WITH THE 2012 SPRING/SUMMER ZUMBA® APPAREL & ACCESSORIES LINE

*~This Vibrant Collection "Glow" Draws Inspiration from the Energy of the Zumba Community
by revisiting fan favorites and mixing in layers and bold prints~*

March 28, 2012 – MIAMI, FL. – [Zumba Fitness](#), the global multimedia fitness leader and creator of the acclaimed Zumba® dance-fitness workout, announced today the expansion of its popular Zumba Apparel & Accessories line with the launch of the Spring/Summer 2012 "Glow" collection. Inspired by the Zumba community and the energy they draw from the music, rhythms and passion of their [classes](#), Zumba Fitness' design team used bright, vibrant colors to illuminate and bring the "Glow" collection to life.

The Zumba Fitness "Glow" collection introduces a variety of new trends into the fitness circle including [bras](#), [tops](#), and [shorts](#) made out of brightly colored and printed lace. Zumba enthusiasts will be particularly pleased to see old favorites such as [cargo pants](#), baseball tees and camouflage patterns make their return – revisited and infused with the inspiration of energy from this year's collection.

"Our new 'Glow' collection brings to life the spirit of spring and summer in a fashion that mirrors the Zumba lifestyle," said Zumba Apparel & Accessories creative director Melanie Canevaro. "In conceptualizing this new line, we drew inspiration from the energy that motivates our community to be passionate and active, while having fun and being comfortable in your own skin. With its layers and bold prints, the line is versatile and can be worn to the gym, the movies, or even mixed and matched for heading out on the town."

To complete the new collection, Zumba Fitness' designers incorporated strong tribal and [ethnic patterns](#), which are traditionally not seen in the fitness apparel category, to help set Zumba Apparel & [Accessories](#) apart from crowd.

"The introduction of the 'Glow' collection speaks to the tremendous demand for our apparel and accessories as well as the cultural impact of Zumba as an attitude and lifestyle," said Alberto Perlman, CEO of Zumba Fitness. "In developing 'Glow,' we've followed in a tradition of creating fashions that further bring to life the Zumba movement while also paying tribute to the energy of the rhythms and attitudes that inspire us and bring us together as a community."

The new "Glow" collection caters to the more than 12 million Zumba enthusiasts in 125 countries throughout the world and includes everyday essentials for men and women in all shapes and sizes. From form-fitting racerback [tank tops](#), [loose-fitting hoodies](#), [colorful leggings](#) and [cargo pants](#) to re-designed signature [bra tops](#) and unique cardigan-inspired wraps, these new items offer support and confidence whether you are grooving to the beat of a Zumba class or just hanging out with your friends.

The new collection is now available at zumba.com/shop. This launch is part one of the three-part "Glow" collection, which will be released in phases throughout the coming months.

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 and find us on [Facebook](#) and [Twitter](#).

A quick note about the Zumba® trademark

The word ZUMBA® was coined by our company and is the brand name for our fun and effective fitness program that combines easy-to-follow moves with invigorating Latin and international rhythms. When referring to ZUMBA® we ask that you please keep in mind the following to protect the thousands of instructors worldwide who make their careers teaching Zumba Fitness classes:

Please do not:

- Use Zumba as a verb -- for example, “once you zumba, you’ll be hooked.”
- Use Zumba as a noun -- for example, “zumba is my favorite exercise.”
- Use Zumba as a generic term -- for example, as a name for a fitness program “My gym offers zumba.”

Instead, please do:

- Capitalize the letter “Z” or the whole word “ZUMBA.”
- Refer to “the Zumba fitness program,” “Zumba class,” “Zumba instructor” etc. – for example “The Zumba fitness program is the most fun you’ll ever have while working out” or “I love my Zumba instructor, she’s the best.”
- Use the ® symbol following the word Zumba® - especially in headers and titles.

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