



CONTACT:
Sandra Fine, rbb Public Relations
(305) 567-0535
Sandra.Fine@rbbpr.com

ZUMBA FITNESS TAKES ITS APPAREL LINE FROM GYM TO STREET

~Spring/Summer 2011 Zumbawear™ Collection Now Available at Zumba.com~

April 28, 2011 – HALLANDALE BEACH, Fla. – Zumba Fitness, LLC, creator of the acclaimed Zumba® fitness-party workout with a global following of millions, expands its lifestyle brand with the launch of the 2011 Zumbawear™ Wonderland collection including apparel, shoes and accessories for women and men.

Inspired by the exotic, high-energy music and choreography found in a live Zumba® class and the [Zumba® Fitness Exhilarate™ DVD Collection](#), the Zumbawear Wonderland Collection features cutting-edge looks with bold colors and whimsical prints and phrases.

“When you’re in a Zumba class, you are transformed – you feel energized, bold and sexy,” said Zumbawear Creative Director Melanie Canevaro. “We want our instructors and Zumba fans to enjoy these feel-good vibes all day – hanging out at home, shopping at the mall or partying at a Zumba class in a nightclub.”

Blurring the line between fitness and lifestyle, the Zumbawear Wonderland Collection includes pieces for all ages and body types, from [form-fitting leggings](#), [relaxed tees](#) and [hoodies](#), to unique street-worthy items like the super-chic [Zumba jean jacket](#) and the [reversible whimsical poncho](#). From the men’s line, items like the [mesh hoodie vest](#) and [comfy drawstring shorts](#) will make a bold fashion statement in the gym or on the street. And longtime Zumba fitness fanatics will enjoy modern updates to such signature items, including [Zumbawear cargos](#), a wide-legged functional pant in electric color combinations as well as the versatile [racerback tanks](#) and [bra tops](#) that may be paired together or separately.

“For many, the Zumba philosophy is a complete way of life,” says Alberto Perlman, CEO and co-founder of Zumba Fitness. “The new Zumbawear collection is a true reflection of the Zumba culture – liberating, confident and exhilarating.”

According to Canevaro, the clothing is designed to move and breathe, but the inspiration for the Zumbawear collection comes from the runway, not just the gym.

“For the Wonderland Collection, we spent time at trade and fashion shows analyzing the current trends,” she said. “We’ve incorporated some irresistible patterns like faux lace prints and stylish matte and shiny fabrics.”

Zumba Fitness also offers its popular seller, the [Z1 sneaker](#), a lightweight design created specifically with Zumba enthusiasts in mind, providing the optimum amount of traction for cardio dancing.

The Zumbawear Wonderland Collection accessories include bags, hats, belts, jewelry and the iconic [fedora](#) worn by Zumba Fitness creator Beto.

The new collection is available at zumba.com/shop. This launch is part one of the three-part Wonderland Collection, which will be released in the coming months.

About Zumba Fitness, LLC

Zumba Fitness is the largest dance-fitness company in the world known for the Zumba® program, a blend of contagious and easy-to-follow choreographies set to upbeat international rhythms. Coined the “fitness-party,” Zumba® classes provide an effective total-body workout, which tone and sculpt while burning fat. In 2011, Zumba Fitness celebrates 10 years of changing lives as more than 12 million devotees attend weekly Zumba classes across 125 countries in 110,000 locations. In addition to the original Zumba program, there are now four specialty programs: the Zumba Gold® program, a modified version for active older adults; the Zumba® Toning program featuring lightweight, maraca-like Zumba® Toning

Sticks; the Aqua Zumba® program, the ultimate “pool party” workout; and the Zumbatomic® program, kid-friendly Zumba routines. For at-home fitness, the brand offers the Zumba® Fitness Total Body Transformation DVD Set and the cutting-edge Zumba® Fitness Exhilarate™ DVD collection; both feature original Zumba® fitness music created by Grammy award-winning producers. In 2010, the Zumba® Fitness Video Game was released on multiple platforms. The brand also offers its colorful and expressive multiseasonal Zumbawear™ collection. With every new project Zumba Fitness undertakes, the mission remains the same – to make instructors successful. For more information or to find a live class, visit zumba.com and find us on [Facebook](#) and [Twitter](#). For approved photography, email pr@zumba.com.

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.

#