

Club launches Latin-dance inspired phenomenon sweeping the world into fitness

By Staff Writer

Kathy's Health Club in San Ramon is infusing party fun into fitness by offering the hottest new dance fitness craze for 2009 - Zumba.

Zumba eliminates the "work" from "working out" by combining amazing, irresistible Latin and international music with dynamic, yet simple exercise moves, using their unique intermittent training format.

While Zumba embraces all the fundamental principles of fitness, the extraordinary secret behind Zumba is how Zumba magically motivates the body to efficiently burn calories, effectively tone all muscle groups, incorporate full range of motion, and improve the cardiovascular system.

Fun and music are the two special motivational ingredients. Utilizing the natural beat, tempo, and music transitions, the Zumba dances seamlessly flow from one toning, strengthening, or cardio move into the next. Participants are constantly engaged and entertained with the variety of rhythms including salsa, merengue, samba, belly dancing, cumbia, flamenco, reggaeton, and more!



Zumba breaks away from the typical 32-count aerobic format and uses the passion of the music as it was meant to be experienced. Even those with two left feet are successful in a Zumba class because of the natural flow of the simple steps that radiate through the body in synch with the music.

Created in the 1990s by 'Beto' Perez, a celebrity fitness trainer from Colombia, Zumba is touted as 'the best party around'. As legend goes, Beto forgot his music for an aerobics class, instead playing his own personal music with Latin beats http://www2.istockphoto.com/file_thumbview_approve/5493227/2/istockphoto_5493227-white-tulips-xl.jpg that were usually paired with the salsa instead of aerobics classes. The class loved it, leading Zumba to become the brand name that it is today.

Zumba is recognized by the world's leading fitness educators, including AFAA, ACE, and CanFitPro. With sanctioned training programs in countries like China, Japan, Taiwan, Mexico, the United Kingdom, Canada, and Venezuela, Zumba is taking the world by storm.

Last week, Kathy's Health Club hosted their first New Year's Zumba Jam. With Master Zumba Instructors, a DJ, live bongo players, and special lighting, Kathy's Health Club was transformed into a Latin Dance Club and the place rocked with Zumba.

"In our five years in business, this is absolutely the biggest event we have



ever had. The thing about Zumba is, that while you are getting outstanding fitness results, your having so much fun. We have women losing weight, dropping dress sizes, and having a ton of fun at the same time, and that's a great combination!. It is truly, exercise in disguise." says Kathy Barney, owner.

If you closed your eyes and listened, you would have thought you were at a street party in Rio, beach party in the Islands, or somewhere in South Beach. Open your eyes and what you saw was a whole lot of women with huge smiles on their faces having an incredibly good time exercising, yes exercising. This is not your typical exercise class, it's way too much fun!

So whatever your New Year's resolutions may be, hopefully fitness is on your list, and now you have another option for keeping fit, staying healthy and having fun - Zumba!

If you want more information about Zumba classes at Kathy's Health Club you can go to www.kathyshealthclub.com or call 925-855-3855.