



YMCA

**Press Release**

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February 13, 2008

**SALEM YMCA BRINGS NEW DANCE FITNESS CRAZE TO TOWN**

***Zumba makes working out a party***

SALEM, OR February 13, 2008 – There's a new fitness movement sweeping the nation! Zumba is fitness set to a Latin beat, and The Salem Family YMCA is the first to offer it to the Salem area.

"It's the music that makes it so fun", says Tina Earhart, YMCA Health & Wellness Coordinator. "You can't help it you just have to move!"

Zumba combines fun, infectious music with simple moves to create a cardio workout that touches every muscle. It also creates a "feel good" atmosphere in class because the emphasis is as much on fun as it is on fitness.

The Y offers the class on Tuesday and Thursday evenings from 5:30 to 6:30 p.m. Normal class sizes at that time are 20 to 25 people, but since Zumba started in early February, classes have expanded to 40. "They're packed in shoulder to shoulder, but loving it because it feels like fun not work", says Amber Fuller, Zumba instructor. The Y plans to offer the class at an additional time or location in the near future to meet the demand.

In order to teach the class, four YMCA staff attended a grueling two-day training conference that had them moving and shaking for four or five hours each day. But while the training may be tough for the instructors, the class is for anyone. Zumba requires no prior experience or skill and it doesn't call for any special outfits or equipment. Shorts, t-shirts and tanks, and a pair of cross-training shoes are all you need.

"We knew Zumba would be a hit so we're excited to be the first to bring it to Salem", says Karma Krause, Membership & Marketing Director. The workout has recently been featured on Portland news programs as well as nationally on programs such as CBS's The Early Show.

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