



Shimmy your way to the perfect shape with the new Curves Circuit with Zumba Fitness®

Curves, the UK's leading fitness and weight loss centre for women has launched a brand new workout, the Curves Circuit with Zumba Fitness®. Combining the proven strength training of Curves with the global dance phenomenon Zumba Fitness, this new exercise concept is the perfect way to liven up your fitness regime and have fun whilst getting in shape.

Designed to tone and sculpt the body, the class is just thirty minutes long and can burn up to 500 calories by merging the high energy dance moves of Zumba Fitness with the low impact resistance training of the Curves circuit. It is suitable for women of all ages, fitness levels and dancing ability and available at participating Curves clubs across the UK.*

During the class, participants work out on each Curves strength training machine for one minute, alternating upper, lower and core muscles. The specially developed machines work every major muscle group, two muscles at a time. After each minute of exercise on the Curves machines, the music prompts participants to change station on the circuit, and then follow the Zumba qualified instructor who shows how to do some easy and energetic dance moves for one minute.

Commenting on the new concept, spokeswoman for Curves, Gill Brady says: "The Curves Circuit with Zumba Fitness is a great and fun way to get into shape. Both forms of exercise have already helped millions of women worldwide lose weight and reach their health and fitness goals, so together they make a powerful and highly effective workout. We're thrilled about the partnership and have already seen some amazing results."

Curves is currently offering free trials of the new Curves Circuit with Zumba Fitness class for non-members and is available from as little as £1 for existing members, so there's no excuse not to give it a try.

* Please see www.curves.co.uk for participating clubs.

Notes to editors:

About Curves:

Curves is the largest women-only fitness and health club franchise in the world dedicated to providing affordable, one-stop exercise, weight management and nutritional solutions for women. Founded by Gary and Diane Heavin in 1992 Curves now has locations in more than 80 countries, millions of members and over 220 clubs in the UK alone. It is the only provider of a highly researched complete solution for women wanting to address both their fitness and weight. Curves works every major muscle group with a complete 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance.

Enhancing the Curves workout is Curves Smart™, a revolutionary electronic personal training system that gives you moment by moment feedback during your workout. Curves Smart is available in selected Curves clubs across the UK.

With its scientifically proven exercise and diet programs, Curves is the only “one-stop shop” where women can lose weight, gain muscle strength and aerobic capacity, and raise metabolism for good. By combining the proven circuit outlined above with the Zumba concept, you can burn up to 500 calories a session and have fun while working out!

About Zumba®:

The Zumba® program is a fitness-party™ with a contagious blend of Latin and international rhythms that provides a fun and effective workout to a global community, either at home or in the gym. Through exhilarating, high calorie-burning fitness classes, Zumba Fitness has helped melt the pounds and inches off more than 10 million Zumba-enthusiasts in 110 countries. Using easy-to-follow moves and exotic, high-energy music, Zumba routines successfully tone and sculpt the body while burning fat. Zumba classes are available at 90,000 locations worldwide and feature specialty options including Zumba Gold® classes for active older adults and deconditioned participants, Zumba® Toning, Zumbatomic® for kids and Aqua Zumba®, the “pool party” workout. For a home-based workout, The Zumba Fitness Total Body Transformation System is available in a four-disc DVD collection featuring Beto, the creator of the Zumba® program and international Zumba celebrities Gina Grant and Tanya Beardsley. Other offerings include Zumbawear™ apparel and accessories, the Zumba Fitness video game as well as music soundtracks. For more information, to find a class, or to purchase Zumba Fitness merchandise, please visit www.zumba.com and find us on [Facebook](#) and [Twitter](#).



