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MEDIA RELEASE

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Zumba Fitness Craze Hits Ashwaubenon High School Physical Education Classes

Ashwaubenon, WI – March 22, 2010 – On Thursday, March 18th, Ashwaubenon High School’s Physical Education classes participated in one of the newest fitness crazes, Zumba. Lissa Marth, certified fitness and Zumba instructor from Bellin Fitness Center and Ashwaubenon Parks and Recreation, led over 130 students in 60 minutes of the Latin dance routines. Students had the opportunity to improve their cardio-vascular fitness, core toning, energy and metabolism while having fun doing it.

Physical Education (PE) students at Ashwaubenon High School are enrolled in the “New PE” where students are exposed to a variety of team and individual sports, lifetime activities and fitness trends. The hope is that every student finds an activity they enjoy to participate in outside of the school environment. Zumba is an example of that type of activity. According to Marth, “Participating at a low intensity will produce a calorie burn between 300 - 400 calories an hour. Participating at a mid-high intensity ranges anywhere from 400 - 900 calories an hour. It all depends what the individual puts into his or her experience in terms of effort! I have students from ages 14-78 that are enrolled in my classes.”

Zumba was invented by a Columbian choreographer and fitness instructor in the late 1990s. In Columbia, "Zumba" is slang for "Move fast, have fun". The routines feature interval training sessions where fast and slow rhythms and resistance training are combined to tone and sculpt your body while burning fat. Zumba builds off several Latin dance basics, such as: Merengue, Salsa, Cha Cha, Cumbia, Raegetton, Mambo, and others. Over the last decade, Zumba has taken on an international flavor and branched out to add African beats, Bollywood, Hip Hop, and others. Zumba is taught in many fitness centers in our area by certified instructors.

For more information, please contact Kim Treml, Ashwaubenon High School Physical Education teacher, at 920-492-2950 extension 5623 or ktreml@ashwaubenon.k12.wi.us.

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