



Curvette Finalists Reunite to Launch Curves® with Zumba®

Curves, Ireland's leading fitness and weight loss centre for women, has launched a brand new and unique workout in partnership with Zumba, the dance-fitness phenomenon. The Curves® Circuit with Zumba Fitness® is the only 30-minute class that mixes the moves of Zumba with the proven strength training of Curves for one wildly effective workout. To celebrate the national roll-out of Curves with Zumba, past finalists of the Curves Curvette of the Year competition reunited along with staff and members from Curves to try out this new fitness phenomenon.

Taking part in the Curves with Zumba workout included the current Curvette of the Year for 2011, Edel Moran, 24 from Castlebar in Mayo who has lost over 3 stone since joining Curves in 2009. Also present were 2011 finalists, Amanda Byrne from Westmeath who lost 3 stone through Curves and Noelle Sexton from Cork city who used Curves to lose weight for her wedding in 2009 and also to return to her pre-pregnancy figure of size 12-14 following the birth of son last year. All three ladies are continuing to enjoy their Curves workouts three times per week and were delighted to trial the latest innovation and commented that the latest addition to the workout proves that Curves is still on top of its game for women's fitness.

"Curves Circuit with Zumba Fitness is an amazing workout," said Curves co-founder and CEO Gary Heavin. "It combines Curves' strength-training program—which can burn up to 500 calories in just 30 minutes—with fun, energetic Zumba moves."

Gill Brady, spokesperson at Curves said: "Our members have taken to Curves with Zumba very quickly and bookings are now essential for most classes. It is a great and fun way to stay in shape. Separately Curves and Zumba have already helped millions of women worldwide lose weight and get in shape, so together the Curves Circuit with Zumba Fitness is the perfect workout.

Women of all ages, fitness levels and dance abilities can participate in and benefit from Curves Circuit with Zumba Fitness classes. During the 30-minute class, participants work out on each

Curves strength machine for one minute, alternating upper, lower and core muscles. After one minute, the music cues the participant to change stations on the circuit, and she follows an instructor in carrying out easy and fun Zumba moves for one minute, which tone and sculpt the body while burning fat.

Ladies who wish to try out a Curves with Zumba class can do so now, by availing of a 'free week with Zumba' – this offer entitles the visitor to a free week including one Curves with Zumba class at participating Curves clubs.

Follow Curves on Facebook www.facebook.com/Curves.

For further information or to find your nearest Curves Club, log onto www.curves.ie or FREEPHONE 1800 932 800.

-ENDS-

For further press information, please contact Marie McGrath or Aoife Smith at Elevate PR on (01) 662 5652 or marie@elevate.ie / aoife@elevate.ie

Notes to Editor:

About Curves

Curves prides itself on being more than a gym. The Curves 30 minute workout is based on a circuit of workout stations that combine hydraulic resistance machines, aerobic exercise, strength training and stretching for a complete body workout. In addition, club promotions and events encourage women to support charitable causes, learn about health-related issues and forge lasting friendships as part of the global Curves community. Curves recommend attending three times per week for optimum results.

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 Ireland.

About Curves® with Zumba®

Women of all ages, fitness levels and dance abilities can take part in and benefit from the Curves Circuit with Zumba Fitness classes, available at participating club across Ireland. During the 30-minute class, participants work out on each Curves strength machine for one minute, alternating upper, lower and core muscles. After one minute, the music cues the participant to change stations on the circuit, and she follows an instructor in carrying out easy and fun Zumba moves for one minute, which tone and sculpt the body while burning fat.

“It combines Curves’ proven strength-training program—where you can burn up to 500 calories in just 30 minutes—with the Latin and international inspired music and exhilarating, simple dance moves that have made Zumba so popular.”

At the end of 30 minutes, participants have completed one trip around the entire circuit, worked every major muscle group, and achieved a fun, energetic cardio workout ending with a group stretch led by the Zumba instructor.

For more see www.curves.ie/zumba-fitness. Watch a real class at http://www.youtube.com/watch?v=B6_-Ekpclc4.

Images:





