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## JAZZERCISE PARTNERS WITH BACK IN THE SWING TO EMPOWER BREAST CANCER SURVIVORS

CARLSBAD, Calif. - (February 3, 2010) — Jazzercise, the world's leading dance fitness program, is proud to announce its partnership with the Back in the Swing® Foundation for Breast Cancer Survivorship. Back in the Swing is a grassroots nonprofit organization exclusively dedicated to providing awareness, access and financial support for breast cancer survivorship programs and academic medical research in the field of breast cancer survivorship. The organization's goal is to empower breast cancer survivors to get back in the swing of life physically, emotionally and spiritually.

Jazzercise was at the forefront of a recent study that strongly indicated the importance of exercise for breast cancer survivors. Jazzercise, and its legion of 7,800 instructors worldwide, will hold special Jazzercise fundraising classes this May. All money raised from the classes will go to Back in the Swing to aid in its growth and promotion of breast cancer survivorship programs. Additionally, profits from sales of Jazzercise/Back in the Swing t-shirts will be earmarked to Back in the Swing.

"On behalf of all Jazzercise instructors worldwide, we are proud to partner with Back in the Swing," said Jazzercise founder and CEO, Judi Sheppard Missett. "Together we will help breast cancer survivors get 'back in the swing' and 'stay in the swing' of joyful, healthy living after breast cancer."

Jazzercise was at the forefront of a study that strongly indicated the importance of exercise for breast cancer survivors. According to researchers at *The Breast Cancer Survivorship Center (BCSC) at the University of Kansas*, with

pilot support from Back in the Swing, breast cancer survivors can "move" their way into better health and decrease breast cancer risk at the same time. From 2008 through 2010, half of the participants in the study attended Jazzercise class for six months at a time. The study showed that the Jazzercise participants lost weight and improved their fitness levels significantly, which greatly reduces the risk of breast cancer recurrence.

According to Jennifer Klemp, Ph.D. and Managing Director of the BCSC, "This research project has demonstrated that breast cancer survivors are concerned about their weight and cancer risk, and want to participate in fun forms of activity close to home. A 60-minute Jazzercise class includes cardiovascular and resistance training, as well as core strengthening therefore providing a great opportunity for the participants to get fit while having fun and helping them find their new normal."

"Jazzercise and Back in the Swing have forged a powerful life-changing partnership that will decrease breast cancer risk and improve the health of millions of women," said Barbara Unell, founder of Back in the Swing. "Through Jazzercise/Back in the Swing fundraising classes in May, Jazzercisers will raise funds for new breast cancer survivorship medical services and research, helping breast cancer survivors heal from the physical and psychological effects of treatment as well as the prevention of recurrence."

## About Jazzercise

Judi Sheppard Missett, who turned her love of jazz dance into a worldwide dance exercise phenomenon, founded the Jazzercise dance fitness program in 1969. Judi and Jazzercise Executive Vice President Shanna Missett Nelson have advanced the business opportunities of women and men in the fitness industry by growing the program into an international franchise business that today, hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in 32 countries.

The workout program, which offers a fusion of jazz dance, resistance training, Pilates, yoga, and cardio box movements, has positively affected millions of people worldwide. Benefits include increased cardiovascular endurance,

strength, and flexibility, as well as an overall "feel good" factor. Additional Jazzercise programs include Junior Jazzercise, Jazzercise Lite and Personal Touch. Jazzercise has raised more than \$26 million for charitable organizations around the world. For more information about Jazzercise, go to jazzercise.com or call (800) FIT-IS-IT.

## About Back in the Swing

The Back in the Swing® Foundation for Breast Cancer Survivorship is the first and only national nonprofit organization exclusively providing grassroots awareness, education and fundraising on behalf of the millions of breast cancer survivors to empower them to get back in the swing of life physically, emotionally and spiritually. For more information, please visit www.backintheswing.org.

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