



FOR IMMEDIATE RELEASE

Contact: Nicole Cox
ncox@jazzercise.com
(760) 602-7119

**Jazzercise Launches *Latin Live* by Jazzercise Home Workout DVD
Featuring Cheryl Burke and Judi Sheppard Missett**

CARLSBAD, Calif. (November 17, 2011) — Viewers can jive, cha-cha and samba themselves fit to the newest title in the Jazzercise dance fitness collection, *Latin Live* by Jazzercise. The home workout DVD is a collaboration of efforts between Jazzercise Founder and CEO Judi Sheppard Missett and Two-time Champion of “Dancing with the Stars” and Jazzercise spokeswoman Cheryl Burke.

“I was so excited to be a part of this project,” said Burke. “I have never had an opportunity like this before, to combine my love of Latin dance with my passion for fitness. This workout is unlike any other I’ve seen and I think people will enjoy it.”

Latin Live by Jazzercise combines popular movements from the Jazzercise dance fitness program with Latin ballroom dance styles including jive, samba, merengue, cha-cha and rumba. The result is a 45-minute fast-paced cardio workout that captures the energy of a Jazzercise class by including a live audience that shimmys and shakes to the beats of live percussionist Jorge Bermudez.

“Since Latin ballroom is Cheryl Burke’s specialty and so many Jazzercise routines are choreographed to Latin music and incorporate Latin dance moves already, *Latin Live* was a natural fit,” said Missett. “By combining traditional Jazzercise cardio with the spicy flair of Latin dance, you get a challenging, fun combination that highlights the diversity of the Jazzercise dance fitness program.”

In addition to the full workout, *Latin Live* by Jazzercise includes a 10-minute ab burn and 20-minute Latin ballroom blast. The *Latin Live* home workout DVD is available now at jazzercise.com and in the Jazzercise apparel 2011 holiday catalog. For more information on Latin Live, visit http://www.jazzercise.com/latinlive_dvd.htm.

Jazzercise, the world's leading dance fitness program, was founded in 1969 and today hosts a network of 7,800 instructors teaching more than 32,000 classes weekly in all 50 states and 32 countries. Each 60-minute Jazzercise class combines jazz dance, resistance training, Pilates, yoga, kickboxing and Latin movements for a fun and effective total body workout. Benefits include increased cardiovascular endurance, strength and flexibility, along with the ability to burn up to 600 calories in one 60-minute class. For more information on Jazzercise, visit jazzercise.com or call (800)FIT-IS-IT.

####