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JAZZERTHON FOR THE CURE RAISES \$190,000 FOR KOMEN ATLANTA
Annual event has raised more than \$1.3 million since 2003

ATLANTA, GA—Susan G. Komen for the Cure Greater Atlanta recently joined forces with more than 500 fitness enthusiasts for the annual Jazzerthon for the Cure. The event raised \$190,000 to support Komen Atlanta’s mission to enable women to detect and survive breast cancer. The eighth annual Jazzerthon for the Cure was held on Valentine’s Day at the Ritz-Carlton, Buckhead and included three consecutive high energy group fitness classes featuring Jazzercise instructors and customers from throughout the state of Georgia. Kenny Harvey, Jazzercise Vice President of International Sales & Corporate Events, energized the room as a special guest instructor. All totaled, Jazzerthon for the Cure has raised more than \$1.3 million for Komen Atlanta since 2003.

“I am so proud of everyone that participated to raise funds for such a worthy cause,” said Joan Baldwin, District Manager, Jazzercise Inc. “Events like this prove just how dedicated Jazzercise is to making a difference and helping women understand the value of health and fitness.”

Seventy-five percent of the donations raised during this year’s Jazzerthon for the Cure will be earmarked to fund education, screening, and treatment programs supported by Komen Atlanta in its 10-county service area. Twenty-five percent of the funds will be allocated toward the Susan G. Komen for the Cure Award and Research Grant Programs supporting educational, research and scientific programs around the world.

ABOUT SUSAN G. KOMEN FOR THE CURE GREATER ATLANTA AFFILIATE

Komen Atlanta is the local resource for breast cancer screening, treatment, education and support. Through events, including the Race for the Cure, and contributions, the Affiliate raises funds to enable women to detect and survive breast cancer. Seventy-five percent of all funds stay in Atlanta to provide breast health services for women who could not otherwise afford them. Twenty-five percent supports cutting-edge research to find the cures. Komen Atlanta has raised \$23.5 million since its inception in 1991. The Affiliate is part of the national Susan G. Komen for the Cure organization, which strives

to save lives and end breast cancer forever. Komen is the largest private funder in the fight against breast cancer and has invested more than \$1.2 billion towards the cause.

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 7,500 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. For more information about Jazzercise, go to jazzercise.com or call (800) FIT-IS-IT.

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