

...Media Alert... Media Alert... Media Alert... Media Alert... Media Alert...

GET HIP TO THE HOOP!

Hot, New Fitness Craze Spins Into South Florida & Includes \$20 Spa Gift Card

WHO/ WHAT:

There's a new "hoop" in town that has nothing to do with Miami Heat's return to the basketball court. The brightly colored plastic hoops from childhood are back in fashion but as a hip-swiveling workout this "spin" around.

The Newport Beachside Hotel & Resort is launching a pop-up Hoola Hoop fitness class which begins Wednesday January 18th with a 90-minute Intro into Hoola Hooping workshop with Abby Albaum, co-creator of Hoola-Fit and founder of Hoola Monsters, Florida's first full-service hoop dance company.

The workshop will be followed by 60 minute Hoola-Fit classes every Wednesday evening from 6:30 – 7:30 p.m. in the hotel's mezzanine for five weeks. The cost of the workshop on Jan. 18th is \$25 and the classes that follow are \$18 each. However, class participants receive a **free \$20 gift card** to the [Seven Seas Aveda Spa](#) with every workout which really sweetens the deal.

These high-energy, heart-pounding classes will focus on techniques and tricks to keep hoops and bodies moving in perfect synergy while targeting core muscles and building dexterity, flexibility, stamina and endurance. Hoola Hooping burns nearly **600 calories** an hour, the equivalent of 60 minutes of kickboxing or running.

Hoola-Fit uses hand-made Monster Hoops™ which are larger, heavier, more durable and easier to use than the children's toy hula hoops. Made for adults, they're wrapped with friction tape, so the hoop will actually "stick" to the body.

The pop-up culminates with a weekend teacher's training program (pre-requisites required) where locals can get certified in Hoola-Fit which combines cutting-edge hoop dance techniques with a variety of efficient drills and concepts.

"Hooping is the quintessential activity to get people of all ages, shapes and sizes to work out," said Albaum. "Hooping enables people to get a great workout while having fun in the process, and fitness experts agree that those who enjoy their exercise routine are much more likely to stick with it."

WHERE:

The Newport Beachside Hotel & Resort
Mezzanine Level
16701 Collins Avenue
Sunny Isles Beach, Florida 33160

(305) 749-2100

WHEN: Jan. 18, 2012 6:30 p.m. to 8 p.m. (Intro Workshop)
Jan. 25, 2012 6:30 p.m. to 7:30 p.m. (class)
Feb. 1, 2012 6:30 p.m. to 7:30 p.m. (class)
Feb. 8, 2012 6:30 p.m. to 7:30 p.m. (class)
Feb. 15, 2012 6:30 p.m. to 7:30 p.m. (class)
Feb. 22, 2012 6:30 p.m. to 7:30 p.m. (class)
Feb. 24 – 26, 2012 Teacher Training Program

COST: \$25 for 90-minute workshop
\$18 for Wednesday night classes
\$499 Certified Teacher Training Weekend

*hoop rentals included in class fee

**Free \$20 gift card to the [Seven Seas Aveda Spa](#) with every visit

MEDIA CONTACT: Dana Rhoden / Kamali-Ann Burke
The Dana Agency
Dana@thedanaagency.com
Kamali@thedanaagency.com
PH: 305-758-1110

###