

ONLINE MEDIA

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Annual Jazzercise charity class to benefit the less fortunate

In conjunction with World Kidney Month, Jazzercise Malaysia, in collaboration with the MAA Medicare Kidney Charity Fund (MAA Medicare), will organise Jazzercise "Sweat 2 Smiles 2013" at 10am on March 24 at 12 participating Jazzercise outlets in the country.

As a result of the overwhelming response, Jazzercise Damansara Jaya will have two classes, at 9am and 10am.

Jazzercise hopes to raise enough funds to buy three manual resuscitation kits worth RM7,000 each and other medical equipment for the three MAA Medicare dialysis centres in the Klang Valley – Jalan Ipoh, Sungai Besi and Kajang.

All additional funds raised will go towards supplementing dialysis treatment for 810 kidney patients at 12 centres nationwide.

Choreographed to current hits, Jazzercise is a franchised dance fitness programme consisting of a fusion of jazz and various dance styles that include aerobics, resistance training, Pilates, Yoga and kickboxing.

There are currently 50 instructors in Malaysia under the franchise out of the 7,800 instructors worldwide.

Jazzercise Inc founder and chief executive officer Judi Sheppard Missett has turned her love for jazz into a worldwide dance exercise phenomenon.

A fitness advocate and aerobic dance pioneer for more than 40 years, she continues to break new ground in the industry through innovative class formats, exciting customer/instructor conventions, and broad-reaching community service programmes.

Acting upon Missett's philosophy of "giving back to the community", Jazzercise Malaysia started the annual "Sweat 2 Smiles" charity classes in 2004 to benefit the less fortunate.

"About 300 Jazzercise participants comprising customers, fans and sponsors will be sweating it out in a special class to bring smiles to those who will benefit from the medical equipment at the three dialysis centres, and supplemented dialysis treatment at all 12 centres nationwide," said Jazzercise Malaysia trainer and manager Christina Yap.

MAA Medicare is a public trust fund established in 1994 and depends on the support of corporate and individual sponsors to carry out its programmes and activities.

It is currently the second largest dialysis provider in Malaysia.

"We are fortunate that Jazzercise Malaysia is organising the fun event to raise awareness, healthy living and much-needed funds this month in conjunction with World Kidney Month.

"We hope more Malaysians will come out and have some fun while getting involved in activities that benefit their health and well-being and, at the same time, help society," said MAA Medicare senior vice-president Aliyah Karen.

Statistics show there are an estimated 27,000 kidney patients on dialysis.

For details on MAA Medicare Fund, call Emily Loh 03-4044 4468 or to donate, email to fundraising@maa.my or visit www.maa-medicare.org.my