

Fitness Firsts

When Judi Sheppard Missett originated Jazzercise nearly 40 years ago, fitness was just beginning to evolve into the lifestyle it is today. Throughout the years, Missett has built a long list of fitness “firsts” for Jazzercise that have provided the foundation for today’s fitness industry.

- Jazzercise was the first to insist that exercise can and should be fun.
- The first program to train and certify instructors, Jazzercise created the first industry teaching standards and held the first instructor conventions.
- Jazzercise was the first aerobics program to franchise its instructors.
- Jazzercise instructors were the first to utilize pre-existing public facilities for classes such as Y’s and community centers.
- Jazzercise was the first to offer low-impact and other less strenuous options to exercisers.
- Jazzercise pioneered the use of videotapes for instructor training.
- Jazzercise produced the first aerobic dance exercise albums. Those albums achieved gold and platinum status.
- First to organize large-scale dance-a-thons for charity organizations.
- The first aerobic dance organization to perform in large-scale public events including the NFL halftimes, Opening Ceremonies of the 1984 Olympics, Statue of Liberty festivities, Super Bowl halftimes and many others.
- The first aerobic-dance program to appear on Entrepreneur Magazine’s annual “Franchise 500” list of most successful franchised businesses.
- Through the development of “Jazzertogs,” Jazzercise became the first aerobic dance program to successfully market brand name licensed products.
- Jazzercise is the first aerobics program to host an international convention bringing together instructors and customers for a celebration of dance, fitness, beauty and fun – Jazzerjam Chicago ‘89.
- The first to develop a computer safety program, CyberStretch by Jazzercise, which demonstrates effective stretching and stress-relieving techniques designed to prevent problems such as repetitive stress injuries.
- Jazzercise is the first fitness company to launch a free School Giveaway Program donating software – CyberStretch by Jazzercise – to schools nationwide in an effort to teach children the importance of safe computer habits.

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