



when you love your workout, results come easy!

# Fitness Industry Firsts

When Judi Sheppard Missett originated Jazzercise more than 41 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 industry “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.

**Jazzercise, Inc.**

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