



# Shine

LIGHT

SHiNE LIGHT is a branch of SHiNE Dance Fitness which specializes in low impact and simplified choreography. It is a mood-lifting, confidence boosting experience for anyone needing a more inclusive approach to dance fitness. We believe everyone deserves the FUN that dance provides. Join us! It's your time to SHiNE!

- Focus on stability/safe ranges of motion
- Original choreography to hit music
- Fresh routines each month
- Supportive community
- Nationally accredited (AFAA/NASM, ACE)
- Globally recognized

# WHO NEEDS SHiNE LIGHT?



## STUDENTS WHO REQUIRE LESS IMPACT

- 2.8 million people per year experience orthopedic injuries
- 1 in 4 Americans live with arthritis

*SHiNE LIGHT promotes safe ranges of motion with little to no impact while still using current, stylized choreography!*



## STUDENTS WHO REQUIRE LOWER HEART RATES

- 31 % of global population live with hypertension
- 262 million worldwide live with asthma
- 15 million people in US live with COPD

*SHiNE LIGHT allows for lower heart rates while still having fun!*



## STUDENTS WITH LIMITED BALANCE, STABILITY OR CARDIOVASCULAR STRENGTH

- Over 1 billion people worldwide are classified as older adults
- Over 1 billion people worldwide are classified as obese.

*SHiNE LIGHT makes SHiNE Dance Fitness choreography accessible to a wider audience, helping more dancers feel successful and confident in their bodies.*



## STUDENTS WHO WANT TO AVOID OVERTRAINING

- Overtraining Syndrome ( OTS) is a growing problem among fitness enthusiasts everywhere.
- Many group fitness instructors are at a risk of OTS which can easily lead to burnout and general job dissatisfaction.

*SHiNE LIGHT provides a gentler option when we need a break but still want to dance.*

## STUDENTS WHO ARE NEW!

- SHiNE is growing! (20 + countries and 47 states!) Many new students!
- 19% of adults feel too intimidated to go to a fitness studio

*SHiNE LIGHT utilizes advanced cueing to provide more support for beginners.*



## THE SHINE PROMISES



EFFECTIVE



CURRENT



INCLUSIVE



CREATIVE



CONSISTENT

## BENEFITS OF DANCE

- Boosts cardiovascular health
- Builds core strength and promotes good posture
- Prevents muscle injuries and back pain.
- Promotes flexibility and balance which prevents falls
- Good for bone health - proven to reverse the effects of osteoporosis
- Improves brain function- boosts memory, develops new neural connections
- Good for mental health - proven to reduce anxiety and increases self-esteem
- Promotes healthy social connection - proven to reduce loneliness

## SHINE LIGHT CAN FILL IN THE GAP

- 28% of adults over 50 are physically inactive
- Inactivity is 30% higher among those with chronic conditions
- 4 in 5 of the most costly chronic conditions can be prevented and managed with physical activity



# Why Everyone is Excited



*I am so excited to get my hands on this training. I have a very diverse group of students from ages 10 all the way up to 78. You can imagine the range of abilities within that age group! SHINE LIGHT is going to help cue the entire class much more safely and appropriately. The application for this program is going to be wide!*

*-Erin Bohac  
Instructor*

*I am excited and hopeful that I won't ever have to walk off the dance floor or stop in my online class because of my disability. I have multiple sclerosis, and that affects a lot of my whole being. I am excited that SHiNE LIGHT will offer a low impact, low intensity class and I will be able to continue to be included and continue to do something that I want to do and something that I love.*

*- Kelly Pichitino  
Online Student*

*I love to teach SHiNE and because I love to reach anybody and everybody and get them to move their bodies no matter what that looks like! I have several students that don't have the typical look or mobility of an active aging adult so I am excited for SHiNE LIGHT to give them that space where it's really neat for them to come as they are, and move. They can feel like they are included in exactly what they are supposed to be doing. I know that SHiNE is great at modifying and we offer a lot of modifications, but to have a program specifically catered to the people that need to do low impact. It's going to be fabulous and I am excited!*

*-Jenn Roder  
Instructor*

