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PRESS RELEASE

24 July 2016

RAMADA PLAZA MELAKA AND FIT CLIQUE SWING TO THE ZUMBA BEAT FOR CHARITY.

Ramada Plaza Melaka hosted the highly anticipated Zumba Charity event on 24 July 2016 at the Bunga Raya grand ballroom. Swinging to the theme “Zumba Charity for Paws”, the 400-excited participants were ready to sweat it out in this exhilarating fitness regime for a noble cause, the Society for the Prevention of Cruelty to Animals (SPCA) of Melaka. Led by a 13 strong team of Zumba instructors from Fit Clique and fitness instructors within Melaka, participants thronged in the ballroom from 1pm onwards to secure front row spots for them to stretch and prime themselves prior to the 3-hour fun work out session, proceeds from which will be channeled towards supporting and spreading awareness for the Society for the Prevention of Cruelty to Animals (SPCA) of Melaka’.



The highly energetic charity event commenced with the crowd arrival from as early as 12pm at the lively decorated ballroom lobby. They were treated to goodie bags containing specially designed t-shirts befitting the event and souvenirs. An array of merchandizes, beverages and trinkets were also up for sale by the sponsors who wanted to do their bit for charity. The event started out with a vigorous body-combat routine led by 13 experienced fitness instructors followed by the heart-pumping Zumba moves. The participants, who ranged from pre-schoolers to the slightly elderly albeit young at heart, danced along throughout this heart-pumping, energetic event that reflected the participant’s enthusiasm for fitness and strength. The fitness enthusiast staff from the Ramada Plaza Melaka also came out in support of this cause and showcased their effervescent moves all in the name of charity.



General Manager, Mr Edouard Reizian, aptly clad in his sports attire, said “we at Ramada Plaza Melaka always believe that it is important to contribute to the community and the SPCA Melaka is a cause which requires our support as well. We are optimistic that our contribution can go a long way in raising awareness on pet adoption and improving the condition of our sheltered four-legged friends. At the same time, we raise the bar on all our fitness levels with these heart pumping moves”.

Zumba, which is now becoming the biggest branded fitness programme in the world has now taken the Malaysian market by storm. A mix of multiple dance moves such as Street and Latin infused with aerobics, has made this a much sought after trendy fitness regime. The word “Zumba”, derived from the Colombian slang meaning “buzz like a bee” or “move very fast” is fast becoming the newest hippest exercise to sweep the world with it’s easy to follow steps which are neither age, fitness nor ability discriminatory, allowing for even the two left feet ‘shufflers’ to catch up on its moves, for resistance training designed to sculpt and tone the body.

The SPCA Melaka is a non-profit organization that began its operations in 1992. It is currently the only organization in Melaka dedicated to animal welfare and houses over 200 animals. Its goal apart from providing temporary shelter to animals, is also to campaign and promote awareness against cruelty to animals and educate the public on responsible pet ownership.

Ramada Plaza Melaka with its lush and spacious 294 beautiful ocean and river view rooms coupled with its 12 warm and inviting function rooms provide ample opportunities ranging from corporate functions to weddings and celebrations. For enquiries on catering and banquet function bookings, please contact Ramada Plaza Melaka at +60 (6) 284 8888 or email sales@ramadaplazamelaka.com

For enquiries on the above event, kindly contact:

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About Ramada Plaza Melaka

Set in the heart of Historical City of Melaka, Ramada Plaza Melaka is a five-star international hotel managed by Wyndham Hotel Group, the world's largest hotel group. We strive to provide a comfortable escape into timeless luxury.

As you arrive at the hotel, be greeted with a warm smile as the porters lead you to your room. Discover UNESCO world heritage sites, setting off from the hotel's central location. The Concierge desk offers the option of complimentary shuttle service to main attractions such as Jonker Street and shopping canals within mere minutes.

Before you know it, the afternoon sky soon gives way to the deep hues of sunset. You can head back to the hotel and experience our relaxing spa followed by dining in one of the hotel's award winning restaurants from authentic Chinese dim sum to Italian cuisines.

Ramada Plaza Melaka, constructed in 1984 features 294 newly renovated guestrooms overlooking either the winding Melaka river and its surroundings or the extensive view of Chinatown and the Straits of Malacca and 12 function rooms, professionally handled by a team of event managers ready to serve you.