

FOR IMMEDIATE RELEASE

We Move to Give and Fitness with Izzy Launches Global 24-Hour Mental Health Fitness Event:

“Bring the Beat to the World 4 – Magic of Optimism”

Seattle, WA — May 13, 2026 — This Memorial Day Weekend, We Move to Give and Fitness with Izzy are inviting the world to unite through movement, music, and mental health awareness with its annual global fitness event: **“Bring the Beat to the World 4 – Magic of Optimism.”**

ZUMBA
IS MY THERAPY
24 HRS

CLICK HERE

Mental Health Awareness

BRING THE BEAT TO THE World 4 Magic of Optimism

24 HRS
MASTERCLASS

MAY 23/24, 2026
STARTING 4 PM EDT

12 WORLD TEAMS
12 CLASSES
INSTRUCTORS FROM
AROUND THE WORLD

FITNESSWITHIZZY.COM/SPECIAL

FREE FITNESS FOR ALL

Fitness with Izzy

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The worldwide livestream event begins Saturday, May 23, 2026, at 1:00 p.m. PST and continues for 24 hours live on Zoom, bringing together a global community of dancers, instructors, and advocates committed to healing through movement.

This year’s theme, **“Magic of Optimism,”** celebrates resilience, unity, and the transformative power of community. More than 100 licensed Zumba® instructors representing 12 international teams across multiple continents will participate in this one-of-a-kind virtual experience designed to uplift spirits and raise awareness for mental health.

Co-produced alongside Fitness with Izzy, the event is more than a fitness marathon it is a global movement centered on hope, connection, and emotional wellness.

“Our mission is simple yet powerful: to show the world that it’s #OKtoNotBeOK,” said Melissa Bless, founder of We Move to Give. “Through the universal language of music and dance, we are helping break the stigma surrounding mental health and reminding people that hope is everywhere and that they are not alone.”

Participants from all walks of life are encouraged to tune in, move freely, and connect with others through the healing energy of dance fitness. Whether joining from a living room, community center, or leading from a screen halfway around the world, attendees will experience a celebration of joy, belonging, and collective empowerment. Make Zumba® your therapy this memorial day weekend and feel the magic.

About We Move to Give

Founded in 2017, [We Move to Give](#) is a grassroots, volunteer-powered movement dedicated to breaking down socioeconomic barriers to fitness. Through free weekly Zumba® classes and inclusive community events throughout Washington State and beyond, the organization promotes wellness, friendship, and accessibility for all. Their mission is rooted in the belief that fitness should be free, fun, and available to everybody.

About Fitness with Izzy

Founded in 2020, [Fitness with Izzy](#) is a global online fitness platform focused on making dance fitness accessible to individuals with busy lifestyles. Originally created to help family members stay active during the COVID-19 pandemic, the platform has evolved into an international wellness community offering virtual classes, collaborations, and charitable events supporting causes across the United States, Canada, South Africa, and beyond.

About [Zumba Fitness, LLC](#)

Founded in 2001, Zumba Fitness is the world’s largest branded dance fitness company, with more than 15 million weekly participants in over 200,000 locations across 185 countries. Zumba® classes combine international music with easy-to-follow choreography to create an engaging fitness experience focused on mind, body, and soul.

The company also offers specialty formats for older adults, children, aquatic fitness, and high-intensity interval training through STRONG Nation®. In 2023, Zumba launched CIRCL Mobility™, a flexibility and mobility program designed to support recovery and movement longevity.

As part of the Zumba® lifestyle brand, the company also produces music, apparel, footwear, gaming experiences, and live Fitness-Concert™ events worldwide.

This Memorial Day Weekend, organizers invite the public to “Bring the Beat to the World” and experience the Magic of Optimism through movement, music, and unity.

“With your hands up and hearts open, you are never alone.”

Event Information

Zoom Registration:

[Join the Event](#)

Event Details:

[Official Event Page](#)

Media Contact

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