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**THE EXERCISE, MOVEMENT & DANCE PARTNERSHIP ACQUIRES CLASS FINDER TO STRENGTHEN GROWTH OF GROUP EXERCISE**

The Exercise, Movement & Dance Partnership (EMDP), the national governing body (NGB) for group exercise and dance fitness, has acquired Class Finder, the UK's most popular, free online site for fitness instructors and organisations to promote their classes.

The website, initially launched in 2009, currently holds information on nearly 30,000 weekly classes run by 6,000 instructors and teachers throughout the nation. The site allows the public to find fitness classes at local venues, enables fitness instructors to promote their classes and skills, and also permits operators and class organisers to find fitness instructors at short notice.

Following the acquisition of Class Finder, EMDP will continue to strengthen their position as the voice of group exercise and dance fitness professionals, providers and participants. They plan to further develop an online community where quality and diversity are at the forefront and support is given to help professionals grow their business.

Stuart Hay, previous Managing Director of Class Finder, said; "We're very proud of the community we have built through Class Finder over the years and are pleased we have found a new owner that shares the same values that underpin its existence. We love that the Exercise, Movement & Dance Partnership strive to achieve excellence in the fitness industry and ultimately aim to get us all exercising, moving and dancing across the country. It's safe to say Class Finder is in good hands".

As an NGB, EMDP has been tasked by Sport England to raise awareness of the benefits of dance-based fitness and group exercise as well as ensure local opportunities to participate are well promoted. Research\* commissioned by EMD Insight has identified the need to support the rising popularity of group and dance-based exercise and grow the market share through more sector collaboration. When questioned, over a third (39%) of women said they would like to take part in dance fitness and 68% confirmed they would use the internet to find a local class.

Ross Perriam, CEO of EMDP, said; "As our remit as an NGB has been broadened by Sport England, we're continually finding ways to reach out to more people we can support and we see our new investment as one great way of doing this. Not only are we excited to start speaking to a whole new range of like-minded people, but also to see how we can further cater to the needs of all dance fitness and group exercise professionals and participants".

To find out more about Class Finder, list a class for free or to search for classes near you, please visit:  
[www.classfinder.org.uk](http://www.classfinder.org.uk)