

BROOKLYN, NY, September 26, 2013 **/24-7PressRelease/** -- World-renowned fitness expert Mario Godiva launches an Indiegogo campaign to raise \$50,000 to evolve, innovate, and increase the safety of rebound sport shoes such as Kangoo Jumps and Exerlopers, a fitness trend he has pioneered in the US, Russia, and Turkey and continues to fuel across the globe.

Being the first and only hybrid rebound sport shoe with an Anti-Fall Safety Edge that allows users to stop, stabilize, and prevent falls, Air Glide Mario will elevate fitness levels worldwide. The Indiegogo campaign offers a series of compelling rewards to backers which will only be available now through October 5th, and at pre-launch the product will only be available exclusively to supporters. Some rewards include a customized one of a kind Air Glide model with that backer's personal or company name, a private two hour air gliding session with Mario Godiva racing cars, taxis, and buses through the streets of NYC, and the highest level reward is to name, design, and brand one of the six model lines of the Plyo Air Glides fleet.

Over the past eight years, Godiva has inspired thousands of people to exercise by wearing rebound sport shoes, a low impact alternative to running shoes that allow individuals to burn over 25 percent more calories during fitness activities, drastically increase VO2Max, and reduce up to 80 percent of the bone-jarring shock absorbed by one's ankles, knees, hips and back. Originally developed for rehabilitation purposes, by neurophysiologist Gregory Lekthman, rebound sport shoes motivate individuals to exercise longer, harder and more frequently. However, current products do not offer features that allow users to stop, stabilize, or prevent them from falling, and this has inhibited the movement's growth.

"While rebounding is one of the best cardio exercises for the entire body, there hasn't been any innovation or major improvements to the rebound sport shoe in almost 20 years," said Mario Godiva, world-renowned fitness expert, and inventor of the new Plyo Air Glides brand. Rebound sport shoes evolved in theory and design until 1994, at which point the product's evolution stopped. With a mission to inspire millions of people to exercise, Godiva evolved, improved, and forged the concept into an elite fitness tool called Air Glide Mario , the opening model of Plyo Air Glides . "For the past 8 years I've traveled across the globe inspiring thousands to exercise, and with my new, evolved, and safer project Air Glide Mario , I'll be able to fundamentally change the exercise experience and inspire the lives of millions," added Godiva.

To learn more about Air Glide Mario or help the campaign reach its goal visit the Indiegogo project on or before the crowdfunding campaign ends October 5th. Also be sure to connect with Plyo Air Glides on Facebook to stay up to date with the campaign and learn any new announcements.

About Mario Godiva Mario Godiva is a world-renowned fitness expert and rebound shoe guru with 13 years of experience in the industry. Godiva has been tapped as an expert and featured in over 100 media interviews such as CNN, Today Show, and The New York Times just to name a few. Called the "Big Boss of Bounce", "The Special Agent of Spring", and the "Hip Meister of Hop" by ABC NIGHTLINE news, Godiva developed Plyo Dance and Kangoo Dance fitness programs and pioneered rebound sport shoe workouts in the US, Russia, and Turkey. Drawing on his eight years of experience and success, he is constantly evolving, creating dynamic group fitness programming, and innovating cutting edge fitness products for the category. Godiva teaches Plyo Dance , Air Glide Training, and other rebounding exercises throughout the world, and regularly teaches at gyms in New York City. For more information, visit mariogodiva.com.

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