

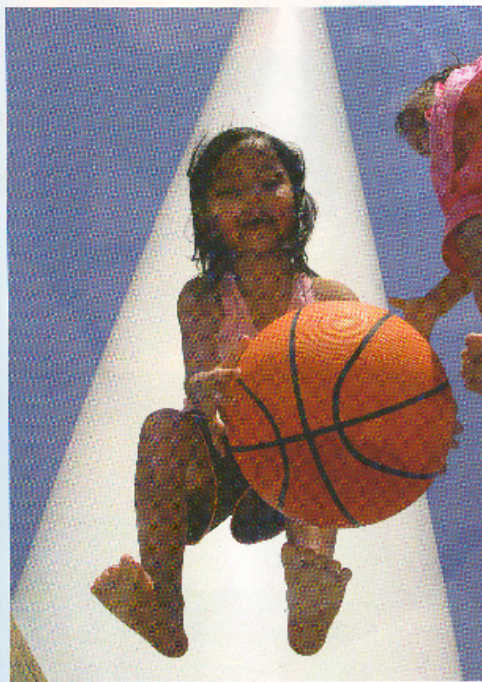
# Westside Magazine

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## WESTSIDE

### Raising Little Champions

By Susan G. Keston



**athleticBaby**

What is the best way to keep couch potatoes from planting themselves around your house in front of the TV, computer, or video game? Exactly what a line of DVD designed to do. These DVD three months to four years of healthy, active lifestyle.

The DVD series was the idea Karen Foster, founder. As Foster watched her first basketball, baseball, and golf through sports, he gained skills, self-confidence and healthy lifestyle. But usually in organized sports program form. When Foster had her for a product that would teach the basics of playing sports—something that was girls that her infant daughter find a product that fit her a need.

A popular line of video which teaches such things already existed. Foster like there were no videos from sports basics to very young children. pediatricians, child sports fitness professionals could be done. After much effort, athleticBaby was born. athleticBaby Golf, featuring fun images to acquaint young of golf. The next DVD was which uses images and puppets a variety of sports like soccer ball. athleticBaby's latest Walk, Run & Play, which features children's singer and Foster first meet Coker Centennial Elementary School student. She was looking athleticBaby apart from other "template" music. Foster and they selected several of both with and without vocal athleticBaby Walk, Run and is divided into three sections.



er energy middle section, like a "relax" ending. To anyone who works out, these segments might sound familiar. There are bright and beautiful images of scenery and physically active children having fun. It is all very upbeat, and the songs are very catchy. Children love it, and adults may find themselves prancing around the house singing "I Am the Happy One." too. Coker's music is featured again on the next DVD, athleticBaby Basketball, and will also be on DVDs about soccer and tennis that will be released in 2007. There are

many other videos and programs that encourage action and movement, but they are geared toward preschoolers and older children. athleticBaby DVDs are unique, because they focus on sports and are made for babies and toddlers.

It is no surprise that these energetic products come from such an energetic woman. Producing DVDs, operating athleticBaby and raising her three children keeps Foster pretty busy. However, she still finds time to be an active member of the community. In addition to being a member of the West Plano YMCA and the Stonebridge Ranch Country Club, she is on the advisory board of Herpes for Children and volunteers at Centennial Elementary School. Her altruism is demonstrated by the fact that athleticBaby has donated DVDs to Children's Medical Center of Dallas, Child Life Services of North Texas Children's Hospital, and Texas Scottish Rite Hospital for Children.

Crimes prove out that half of the DVDs' audience—ages zero to two—are too young to be watching any television at all. But the reality is that television is a ubiquitous medium that is very attractive to toddlers. If television has come into their lives, physical activity—toddling, jumping, kicking, playing—is a great message to send through the medium that already has their attention. Foster's goal through these products is to introduce and motivate children at a very young age to be active and play sports. As she says, "It is very much about inspiring a child."

It is a well-known fact that the average American child is not as active as children to decades past. As such, at the beginning of athleticBaby Walk, Run & Play, Foster has a message for parents that sums up how to use these DVDs. "Sit back, enjoy the program, and when you are finished, get outside and play! Enjoy the day with your child." WM



Karen Foster, CEO of athleticBaby, is surrounded by little champions, the children.

(Photo by Keston at the "All-American")