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FOR IMMEDIATE RELEASE

athleticBaby Celebrates 2005 National Physical Fitness and Sports “May Month” with its New Sports-and-Fitness-Themed DVD Series for Babies and Toddlers

athleticBaby DVDs promote the joys and rewards of a healthy, active lifestyle and are the perfect addition to “May Month’s” health and fitness initiatives

Dallas, TX – May 1, 2005 –athleticBaby (www.athleticbaby.com) is pleased to help encourage a healthier lifestyle throughout this year’s “May Month” with their exciting new series of children’s DVDs introducing babies and toddlers to benefits of sports, fitness and physical activity. Americans have observed the National Physical Fitness and Sports Month every May since 1983. According to the President’s Council on Physical Fitness and Sports, “May Month” is an opportunity to draw attention to physical activity as an integral part of a healthy and productive life and to celebrate participation in sports and physical activities.

athleticBaby DVDs use a lively array of sports-related imagery, puppets, and babies to entertain and introduce children to the concept of sports and to encourage them to be physically active during playtime. The first of the series, *athleticBaby Golf* and *athleticBaby All-Star* are now available for children and their parents to enjoy. *athleticBaby Golf*, presents the world of golf through exciting real-life images and energetic, playful music while *athleticBaby All-Star* is an inspirational journey through a sports cornucopia including soccer, baseball, tennis and basketball.

According to resources provided by the President’s Council on Physical Fitness and Sports, a sedentary lifestyle not only lowers the quality of life but is also a major risk



factor across a full spectrum of preventable diseases. Adults, age 18 and older, need 30 minutes of physical activity five or more days a week to be healthy. Children need 60 minutes a day. Unfortunately, 9 million children and teens in the U.S. are overweight, triple the number recorded in 1980. Even more alarming, 10% of children between the ages of 2 and 5 are overweight, double the number in 1980. This significantly increases their risk factors for a range of health problems. That said, adopting a physically active lifestyle at an early age can play a key factor in encouraging healthy behaviors later in life.

“We are pleased to be able to contribute to this year’s “May Month” with the launch of our special sports-and-fitness-themed DVDs for babies and toddlers. The mission of athleticBaby is to give parents a tool they can use with their small children to help introduce them to physical activity and peak their interest in popular athletics,” says Karen Foster, Founder and CEO of athleticBaby. “Everyone benefits from regular physical activity. Our goal is that by the time the child is old enough to actually play a sport, they will have built a foundation of interest which will help them succeed.”

athleticBaby DVDs cost \$16.99 and will be initially available at www.athleticbaby.com, Amazon.com and select retail stores. For more information, visit the website.

ATHLETICBABY DVDS AT A GLANCE

- Promotes a healthy and active lifestyle
- Uses a lively array of real-life images and music to introduce fun-filled sports themes
- Can be enjoyed by babies, toddlers and their parents
- Inspires youngsters and helps in building a healthy, active foundation for the future
- Terrific price point at \$16.99
- Perfect for ages 0-36 months

ABOUT ATHLETICBABY: athleticBaby, headquartered in Dallas, Texas, creates and markets a unique line of DVDs to help promote healthy, active living by introducing infants and toddlers to physical activity and sports. A portion of the proceeds are donated to charity organizations promoting children’s sports programs.