



**athleticBaby New Sports-and-Fitness-Themed
DVD Series for Babies and Toddlers Are Gathering Rave
Reviews from Industry Professionals and Parents**

athleticBaby's DVD series promotes the joys and rewards of a healthy, active lifestyle

According to the Department of Health & Human Services, overweight and obesity are the fastest growing causes of preventable death in America. An unprecedented amount of children are carrying excess body weight, significantly increasing their risks of serious health problems. Adopting a physically active lifestyle early on can play a key factor in encouraging healthy behaviors later in life. athleticBaby's *athleticBaby Golf* and *athleticBaby All-Star* DVDs introduce children to the concept of sports and encourage them to be physically active during playtime.

Here is what industry experts are saying about athleticBaby:

"Through its series of DVDs, athleticBaby has created a wonderful opportunity for parents, caregivers, friends and family members to help instill healthy habits and confidence in our very youngest athletes. It's so important to get an early start."

- Sandra Perlmutter, Former Executive Director of the Presidents Council on Physical Fitness and Sports

"As a pediatrician, one of my primary concerns is involving my patients in routine physical activity to promote general health as well as prevent obesity, a nationwide epidemic. I found athleticBaby a refreshing and fun way to involve young children in physical activity, thereby initiating a lifetime routine of exercise. My own children (ages 2 and 4) asked to play golf after watching the video!"

- Dr. Jeffery Berkowitz, MD, FAAP



"One of my young mother colleagues reviewed the athleticBaby DVD and even her children watched it. The three-year-old, after viewing it, felt the exercise was good and the infant was attentive. I feel the philosophy expressed in this DVD is quite important...Keep up the superb work. I will follow the growth of athleticBaby with interest.

- *Dr. Carden Johnston, Former President, American Academy of Pediatrics*

"Introducing your baby to the game of golf before they can swing a golf club helps them to develop an early interest that will help them succeed once they begin playing."

- *Jim Diaz, Director of Golf Instruction, Tour18*

"Physical activity can be beneficial to children even at the earliest of ages. I'm pleased the trend in our industry is in the promotion of programs for adults and their families.

Parents are truly the best role models in encouraging their kids to be active!"

- *John McCarthy, Executive Director of International Health, Racquet and SportsClub Association*

"On a recent road trip I put on the athleticBaby Golf DVD for my 17 month old and my 3-year-old and it was like magic! I couldn't believe how it caught their attention. Now my daughter wants (even more than before) to get golf clubs for her birthday...of course my husband is thrilled about that!"

-*Kimmi, mother of two, Dallas, TX*

AthleticBaby DVDs cost \$16.99 and will be initially available at www.athleticbaby.com, Amazon.com and select retail stores.

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