



Contact: Karen Foster
469 951-5716 - karen@athleticbaby.com

AthleticBaby™ To Launch Series of DVDs At Toy Fair 2005 Introduces Babies and Toddlers to Physical Activity and Sports

Initial Titles Include AthleticBaby Golf© and Athletic Baby All-Star©

Dallas, TX – December 6, 2004 –

Today, AthleticBaby announced the launch of its new series of DVDs that introduce babies and toddlers to the exciting world of physical activity and sports. The first of the series, AthleticBaby Golf and AthleticBaby All-Star will make their debut at New York's Toy Fair 2005 in February.

AthleticBaby DVDs use a lively array of sports-related imagery, puppets, and babies to entertain and introduce infants and toddlers to the concept of sports. Current titles include AthleticBaby Golf, an introduction for babies and toddlers to the world of golf through exciting visuals and energetic, playful music and AthleticBaby All-Star, an inspirational journey into a variety of sports such as soccer, tennis and basketball.

"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. "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."



In February 2002, the National Association for Sport and Physical Education released the first physical activity guidelines specifically designed to meet the developmental needs of infants, toddlers and preschoolers. A team of experts concluded, *Infants Should be Encouraged to be Physically Active from the Beginning of Life*. "Through its series of DVD's, 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," said Sandra Perlmutter, former Executive Director of the President's Council on Physical Fitness and Sports. "It's so important to get an early start."

Athletic Baby DVDs cost \$12.99 and will be initially available at www.athleticbaby.com. Upcoming titles include AthleticBaby Soccer, AthleticBaby Baseball, AthleticBaby Basketball and AthleticBaby Tennis.

AthleticBaby, headquartered in Dallas, Texas, is a female owned company marketing a line of DVDs designed to help promote healthy, active living by introducing infants and toddlers to physical activity and sports.

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