



Media & Press





Fun Fitness Specialists

Creative

Knowledgeable

Energetic

Imaginative

Non competitive

Friendly

Safe & Suitable



“With a nation of computer games and cable television, children are becoming less and less active.

It’s our job to make fitness fun and give the children of tomorrow an essential life skill.”

*“Government Statistics say that **by 2010 35%** of the UK **child** population will be **obese**”*

FitKid covers areas of education and training to improve child fitness by making it fun!

- FitKid works with **Schools** to teach fun fitness classes
- FitKid offers its business model as a **franchise**
- FitKid works with individuals **world wide**
- Introducing **under 5’s** sessions in 2007
- FitKid develops sessions to complement sports like **FitKid Mind & Body** and **FitKid Tennis**
- Training adults to become **fun fitness instructors** for children UK wide
- FitKid works to **bring parents and children together** through fun fitness activities
- **Online ideas and games** for children who can’t get to a FitKid class



FitKid in the Media

FitKid are regularly in the media on a National and Regional scale. Below are a few examples of where we've been and what we've done;

- BBC Breakfast featuring a FitKid class at a Dorset School
- GMTV This Morning show
- National Newspaper coverage for work on UK childhood obesity
- Supporters of charity events
- Involvement with local radio stations like 2CR FM

FitKid Directors are often in the Media and are always available for interview and photo opportunities. Below are just a few of mediums that FitKid would like to get involved with;

- TV Interviews
- News Stories
- Documentaries
- Radio Interviews
- Photo Opportunities
- Specialist Public Speech in Child Fitness
- FitKid Class Demonstrations for Adults and Children
- Research into Childhood Obesity and Child Fitness

FitKid hold and collect a range of hard hitting facts and statistics on Childhood obesity, for access to statistics, questions or availability please call;

Nicky Kay, Development Director
Nicky@FitKid.co.uk or

Sarah Dyer, Marketing Specialist
Sarah@FitKid.co.uk

at FitKid Head Office 08700 85 1000

