

FACTS ON FITNESS

Youth Fitness Program Gets Kids Moving

(NAPSA)—You may have noticed that childhood isn't quite what it used to be—playtime fun has become more virtual than physically active.

How important is it that children develop responsible exercise habits that include weekly, if not daily, physical fun activity?

Every day the media reports on the issue of obesity regarding children and teens as well as adults.

Kids need to get moving and ultimately feel empowered to take charge of their own fitness. To help, ESPN has launched a youth fitness initiative. The initiative encourages kids, ages 9 to 14, to tap into the power of play and to take charge of their own health and fitness.

Available nationwide, the program is called ESPN Play Your Way. It's designed for both kids and adults to use.

You can also pick up some wonderful ideas to get kids active by visiting www.espnplayyourway.com. At the site:

- Kids and parents can download easy instructions on how to create a Physically Active Game (PAG).
- Parents and coordinators can download facilitator guides.
- You can join an ESPN on-line PAG Club and be part of a national community.
- Check-out new games cre-



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ated by other kids and play them.

- Get ideas about traditional and nontraditional gear and how to use it to create new games.
- Find “places to play” suggestions for the ESPN Play Your Way PAGs.

Parents and coordinators of after-school clubs can form PAG clubs or conduct weekly PAG sessions in local after-school programs as a fun and creative resource to help kids get active.

Games are great to watch, but they're even better when played, especially when kids are encouraged to use their imagination. That's why ESPN's Play Your Way can be relevant. Participation is easy and free.

By visiting www.espnplayyourway.com, parents can show their kids just how much fun getting active can be.