

## *Basic Moovz*

### *Media contact:*

*Smartmoovz™, Inc.*

*Kris Burnett*

*krisb@smartmoovz.com*

*1-888-KIDS-555*

*www.smartmoovz.com*



**Basic Moovz** is the first volume in the smartmoovz video series created by Katie Hart, RN and Kris Burnett. Katie Hart is a pediatric orthopedic nurse and an aerobics instructor certified by the Aerobics and Fitness Association of America (AFAA). Kris Burnett is a mother and a video and publishing executive.

**Basic Moovz** is a fun 30-minute physical activity program targeting individuals over the age of four. Participants of just about any age and ability, however, should be able to perform the activities and have fun while doing them. The program provides easy to follow instructions with detailed views of the movements. Viewers can monitor their progress at the bottom of the screen, and will learn several fitness facts throughout the program.

The **Basic Moovz** foundation is based on a bell curve that is divided into six phases - the proper technique that begins with a warm-up phase, increases in intensity through two phases, decreases in intensity to mirror the first half of the program, and then finishes with a cool down phase to prevent injury. These are low-impact activities, which means one foot is kept on the floor at all times.

The program is scalable - meaning that an individual can begin at his or her own pace by doing certain portions of the video until he or she is able to work up to the full program. Individuals of just about any fitness level should be able to participate in the full 30-minute program, but for those participants wanting to build up endurance slowly, several options are available.

**Basic Moovz**, like all smartmoovz products and services, is a cost-effective way to promote activity and fun. There is no additional equipment to be purchased or to break down, and no special training is needed to participate. This video is beneficial and enjoyable to individuals of all ages - especially children and adolescents. The participants shown in the video itself are actual everyday children, not professional actors.

Additionally, consumers can view a list of the non-profit organizations that their purchases support on the Smartmoovz website, [www.smartmoovz.com](http://www.smartmoovz.com).