



FOR IMMEDIATE RELEASE

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Two Women Take Action Against Childhood Obesity...

and Make it Fun for Kids and Their Families

(Atlanta, GA) – Two Atlanta women, a pediatric nurse and a mother, have taken action and joined forces to get kids off their seats and on their feet. They've founded **Smartmoovz™, Inc.** and developed **Basic Moovz**, a 30-minute children's fitness video. The mission of Smartmoovz is to promote physical activity in children and their families, ultimately improving their health (www.smartmoovz.com).

As Smartmoovz co-founder, a pediatric nurse and certified aerobics instructor, **Katie Hart, RN** explains, "*Basic Moovz* is a unique program created by using a safe, medical and fitness foundation. We wanted to develop a low-cost alternative that didn't require additional equipment or training. The children in the video are not professional actors – they are real kids."

Scalability makes the Smartmoovz programs and videos unique by accommodating a variety of fitness levels. Individuals can participate in the full 30-minute program, or can select work-outs ranging from 10-minutes to 25-minutes. By providing a variety of options, the company's co-founders are hoping more kids and their families will be motivated to exercise. The programs are endorsed and even recommended by educators and members of the medical community – not something that many children's programs can tout.

"We've already received tremendous feedback," explains **Kris Burnett**, co-founder of Smartmoovz. "We've heard from many parents who have added *Basic Moovz* to their children's video/DVD collection and have been amazed at how much fun their kids are having with their parents as they watch, learn and exercise together."

The number of overweight or obese children age 11 and under has doubled in the last 30 years, prompting concern by the CDC, American Academy of Pediatrics, the Surgeon General and parents. Smartmoovz is answering the call and is trying to set a high standard in dealing with this issue.

The company plans to continue working throughout the community with children and adolescents, educators, medical professionals and other groups associated with the health and fitness of our youth. Hart and Burnett also plan to expand their school and community fitness programs this quarter. Additionally, a portion of all sales is donated to non-profit organizations that benefit the health and wellness of children.

For more information:

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