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1) Why was Smartmoovz started?

Both Hart and Burnett recognized the need to promote activity in all ages - especially in children and adolescents. Smartmoovz attacks inactivity in a realistic fashion. For example, it is a known fact that many children watch television and video programs for several hours a day. Hart and Burnett found that most of the television and video programs available were primarily observatory in nature. In addition to its other programs and products, Smartmoovz created a video/DVD series with that in mind. However, in this case, while children watch the Smartmoovz videos, they can participate in several healthy activities, learn fitness facts and have fun at the same time. All Smartmoovz programs are scalable to accommodate a variety of fitness levels, and are based on a medical and fitness foundation to prevent injury. They have been designed and endorsed by qualified medical and fitness professionals, as well as parents with an interest in their children's health.

2) What need do we meet?

The Smartmoovz programs - especially the video/DVD series - were created to get individuals up and moving in a fun and safe way. More and more people, especially children, are becoming more and more inactive - potentially leading to future health problems.

The CDC, the American Academy of Pediatrics and the Surgeon General have all challenged the public at large to create fun, educational activity programs for our youth. Smartmoovz has answered this call with cost-effective, professionally-designed and endorsed programs. These products were originally created for children, but encourage interactivity between different ages and different groups by accommodating a variety of fitness levels. No additional equipment is needed and no special training is required to participate in these activity programs. They were designed to promote health and fitness by illustrating proper techniques and movements in order to prevent injury.

3) Is Smartmoovz qualified to produce these products?

The Smartmoovz programs were designed by Katie Hart - a pediatric orthopedic nurse and an aerobics instructor certified by the Aerobics and Fitness Association of America (AFAA) - and Kris Burnett - a mother and video and publishing executive. Both professionals strive to produce quality products and services that are based on a medical and fitness foundation. They have done extensive research into children, their families and the products they would like to see on the market. Both have worked extensively with children and are dedicated to promoting health and fitness through activity and education.