

pt4kids

NEWS



specialized personal training for kids and teens

Welcome to our
Inaugural
Issue!



May-July 2005

Welcome.



We're really excited to launch the first issue of **pt4kids News**.

This issue is extra special because it coincides with the

introduction of our specialized personal training programs to the public.

In this issue and in those to follow, you will read about the latest findings in kids' health, learn more about our team of experts, as well as have a chance to try some of our home workout programs and tips.

As we continue to grow, you will see first-hand testimonials of how our programs are improving the health of Canadians, one kid at a time. So get on reading!



Canada's Kids among the Fattest in the World

With the latest research ranking Canada's youth (11-15 years of age) fourth fattest among 34 countries around the world, **pt4kids** has come at the right time.

Ask any prominent health researcher about childhood obesity and you will receive an identical response; kids need to eat healthier and exercise on a daily basis. In fact, the latest standard set by the Ministry of Health recommends that kids

take part in at least 15 minutes of vigorous daily activity for basic health. Sorry kids, this does not include walking to and from the car or between classes!

We asked our exercise research consultant, Michael Carrera, MSc., about childhood obesity in Canada. He responded, "Over 20% of kids are overweight. Even worse is that overweight kids have a greater risk of becoming obese adults who are destined for heart disease, one of Canada's major killers.

Mr. Carrera goes on to say "on a positive note, the obesity epidemic is highly preventable with simple lifestyle changes such as daily activity and healthier food choices. Parents, teachers, the media and specialty programs like pt 4 kids need to work together to get kids moving.

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Send us an email to subscribe@pt4kids.ca and we will notify you when a new edition is posted to our website. Suggestions for articles and tips are welcome!



What can pt4kids do for you?

Personal Training for Kids' mandate is to improve the health and wellness of kids in a fun and exciting atmosphere. Kids will learn how to lead a healthy lifestyle that includes regular physical activity, proper nutrition and adopting a positive attitude.

Led by their president, Reggie Reyes, a certified kinesiologist

and personal trainer for over 10 years, **pt4kids** comes to you to get kids moving. The program incorporates body weight, tubing, stability ball and medicine ball exercises in a safe and fun setting. The specialty programs introduce kids to basic movement and awareness skills, pilates, yoga, self-defense and many other fun activities. Your current fitness level does not matter. The program guarantees improved fitness and health for beginners, intermediate and advanced levels.

"We know how the body works and make exercise fun so it becomes part of kids' lifestyles, rather than a chore," Reggie Reyes.

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pt4kids' provides a fun and exciting atmosphere for kids to learn how to lead a fit and healthy lifestyle.

pt4kids After School programs:

- Boost confidence
- Create a positive attitude
- Increase fitness levels
- Improve heart health
- Develop team-work strategies and social skills
- Improve grades

