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For Immediate Release:

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Kids Athletic Club International to launch License Partnership of its Children Sport and Fitness Programs.

Kids' Athletic Club is an age-appropriate, developmentally progressive sport skills and fitness training program for kids 18 months to 18 years. The flagship club is located in Coeur d'Alene / Hayden, Idaho.

Kids' Athletic Club International, inc. is pleased to announce the global launch of its Partnership License Program. This partnership will provide existing health and fitness clubs with a complete turnkey, developmentally age-appropriate Children's Sports and Fitness Program. This worldwide launch of the partnership program will be at the upcoming IHRSA Trade Show in San Diego, March 6-8. Kids' Athletic Club International, Inc. will be located at Booth 4640.

Laura Meyer founded *Kids' Athletic Club* in Seattle, WA, in 1993. Two years later, she carried her program to Europe, and immediately began instructing her youth sport skill programs to children overseas. Her preschool movement-, early elementary-, middle school-, and high school sports development programs were implemented in a *Sportverein* (sports club) in Bernried, Germany. After its success and popularity, Laura was invited to extend her curriculum to the Munich International School, which utilized her program's unique approach to introduce progressive sport skill development to their student-body: a conglomeration of young individuals stemming from a vast sphere of cultural variation. It was here, that Laura discovered her program could cater to any child, regardless of age, culture, gender, or physical capability.

The *Kids' Athletic Club* curriculum is designed in phases, which correspond with the particular child's developmental age. Younger kids (18 months to 3 years) learn early movement skills including rhythms, spatial awareness and beginning tactile skills. Kids from 4 to 10 years begin to learn sport skills, ball handling skills and the proper bio-mechanics of a variety of sports. Older kids from 10 years and on begin age appropriate strength training, and continue to develop sport skills in conjunction with training addressing flexibility, speed, agility, strength and endurance.

Currently, health and fitness clubs across the world are being offered *Kids Athletic Club, International* licenses which include its unique children's fitness and sports programs, curriculum, lesson plans and their corresponding music. While most health and fitness clubs today have childcare centers for the young kids, they rarely engage the kids with fitness, sport skills and nutrition. Additionally, many clubs typically do not offer memberships for kids under 14 years, and consequently constrain preteens to lounges. The *Kids Athletic Club* mission is to enable these clubs to address this clientele, and to introduce health and fitness by promoting movement skills, nutrition, and sports in their respective clubs and fitness centers. Accordingly, the participating kids will learn not only about a healthy lifestyle, but also will develop the self-esteem and confidence they will need on (and off) the playing field.

"In most current health and fitness centers, kids are not being offered supervision which includes physical activity. Despite the fact that they are exposed to the gym atmosphere, they aren't allowed to utilize the environment. Lounges for children are often used as a means to keep kids corralled while their parents enjoy a workout. Unfortunately, despite perhaps a positive intention, the fitness centers are essentially promoting unhealthy, sedentary lifestyles. Our program allows health and fitness clubs to address and monetize a clientele they already have in their clubs! Additionally, by offering a Kids' Athletic Club fitness and sports program, this whole new revenue stream of kid memberships will essentially pave the way for their deconditioned parents to join the club. Most importantly however, is that the respective health and fitness club will moreover be contributing to the children's fitness movement in America and the rest of the world." -Laura Meyer, Founding Owner.

"We are very excited about this opportunity to extend our child sport and fitness philosophy to Health and Fitness clubs worldwide", states Laura Meyer

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