

Children's Health

Active Play Alert: Helping Children Get Moving, Learn And Have Fun

(NAPSA)—According to the American Heart Association, more than 11 million children between the ages of 2 and 19 are overweight, with an additional 13 million on their way. With so many children at risk, it's no wonder that childhood obesity has become a national concern.

While the lack of good nutrition and diet are key factors associated with this epidemic, it is important to note that kids today just don't get enough exercise.

Making exercise fun is a big part of the solution. That's why Fisher-Price developed the Smart Cycle™, an innovative new stationary bike that combines physical play with learning and gets preschoolers interested in a more active lifestyle with a ton of fun.

To help get preschoolers pedaling in the right direction, Richard Simmons, one of the nation's most revered fitness experts, teamed up with Fisher-Price to emphasize the importance of building an ongoing, active, healthy lifestyle.

"It is important to recognize that America's children are overweight and out of shape," says Richard Simmons. "I have made it my personal crusade to bring physical fitness back into the lives of our children. By partnering with Fisher-Price, we're able to bring attention to this growing problem and perhaps take a few minutes to lay the groundwork for a better, healthier lifestyle for our children."

Fun, Fit Cycle

The Fisher-Price Smart Cycle is a whole new way to provide learning to preschoolers. It's an exciting encounter that brings the arcade experience home and allows kids to be active while learning.



The latest stationary bikes combine physical play with learning and get preschoolers interested in a more active lifestyle.

Using plug-and-play technology, parents simply plug the stationary bike into their TV's A/V jacks. Now kids are ready to hop on and start pedaling and steering to play fun learning games right on the TV. Kids can even customize their "on-screen" vehicle.

The Smart Cycle comes with one software title, "Learning Adventure," which includes three ways to play and learn. In the Driving mode, kids learn valuable academic skills while pedaling through fun environments. In the Learning Arcade Games mode, kids can use the joystick to play games while learning letters, numbers, shapes, colors, spelling, problem solving and more. Finally, in the Big Race, kids can time themselves and race against other vehicles on the TV or against a friend.

Additional software is available, including titles that feature such favorite characters as Dora the Explorer, SpongeBob SquarePants, Barbie and Diego. To learn more, visit the Web site at www.fisher-price.com.