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HEALTH

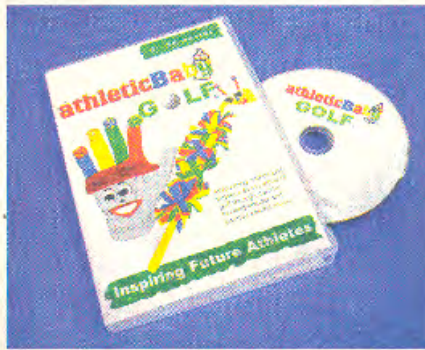
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GEAR Tee time for toddlers gives them a head start on sports

Perhaps it's never too early to start thinking about that college athletic scholarship. A DVD series produced by athleticBaby is based on the idea that parents can encourage an active lifestyle by exposing young children to the pleasures of athletics and sports. This Dallas-based company has produced DVDs about golf and sports in general, and plans to introduce new titles focusing on baseball, soccer and basketball.

— JEANNINE STEIN



athleticBaby Golf: This DVD (for ages 3 and younger), introduces kids to golf in a gentle, playful way. With upbeat music and no dialogue, the 33-minute video shows youngsters having fun with colorful golf balls and plastic toy golf clubs. The video isn't meant to por-

trayade kids to hit a nine-iron like Tiger Woods, says Karen Foster, chief executive of athleticBaby. Rather, the program aims to promote healthy, active behavior from an early age. Although it might seem counterproductive to accomplish this by watching TV, Foster, a Dallas

mother and fitness enthusiast, explains that the programs are short, so kids don't sit in front of the tube for long. Afterward, it's up to parents to follow through and encour-

age play inspired by the programs, Foster says.

Price: \$15.99, available at www.athleticbaby.com.

