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Using the TV to get kids moving

Shows, videos aim to pry youngsters off the couch



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Various yoga videos are available now for kids, and athleticBaby has a series of DVDs that introduce very young children — even infants — to sports and play. Sometimes the kids are encouraged to participate and other times they are just shown various sports equipment and how kids use it.

"Because our target audience is so young, an instructional video may be just a little too much," says athleticBaby founder and CEO Karen Foster, who is based in Dallas. "Our focus is to inspire them through imagery of other kids in energetic play."