

# Private Clubs

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## FRESH IDEAS

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Life as Papa ... Young minds, healthy bodies ...  
Here comes the sun ... Personal assistance.

In this age of 24-hour cable TV and video games, many children aren't as physically active as they should be. But mom-of-three Karen Foster has found a unique way to get the younger set moving. As founder and CEO of athleticBaby, Foster has created a series of colorful, engaging DVDs that introduce children to sports at an early age. Foster, a member of **Stonebridge Ranch Country Club** in McKinney, Texas, says she was inspired by seeing how much confidence her own son gained by participating in sports — and she wanted the same for her daughter. “I thought, ‘How do I inspire my daughter to

be an athlete?’ I looked and didn't find anything on the market,” she says. The 30-minute DVDs — *athleticBaby Golf*, *athleticBaby All-Star*, and *athleticBaby Walk, Run & Play* — feature small children, puppets, and sports-related themes to introduce physical activity to youngsters in a fun way. The DVDs were released last year and are selling well on the company's Web site, on Amazon.com, and at specialty toy retailers, Foster says. How will kids move from the DVD to

the playing field? Foster's hope is that the children will gain an interest in sports first, “and then, it's really up to the parents.”

— Janet Mefferd ▶▶

## STARTING YOUNG

