

# The Patriot Ledger

Quincy, Massachusetts - May 25, 2005

## The Patriot Ledger

*SOURCE:* IndustryWatch-YellowBrix (Alexandria,VA)

*DATE:* 05-27-2005

*ACCOUNT:* A.48

*HEADLINE:* Cardio Kids; Sports, Fitness DVDs Target Children

Source Website: [http://www.industrywatch.com/pages/iw/customer/Story.nsp?story\\_id=72257152&ID=iw&scategory=Computers%3AMultimedia&](http://www.industrywatch.com/pages/iw/customer/Story.nsp?story_id=72257152&ID=iw&scategory=Computers%3AMultimedia&)

Source: Patriot Ledger, The; Quincy, Mass.

Publication date: 2005-05-25

Arrival time: 2005-05-27

Early intervention is the philosophy of *athleticBaby*, a children's fitness company. It is fighting the battle of the bulge one DVD at a time. Because nearly half of Americans are overweight, the company has launched a line of DVDs geared toward toddlers. Adopting a physically active lifestyle early can play a key role in encouraging healthy behaviors later in life, the company's CEO, a mother of two, said.

The DVDs are set to bouncy, energetic music showing youngsters engaging in active play.

Included in the line are *athleticBaby* All-Star and *athleticBaby* Golf. Each DVD is \$16.99. For more information go to [www.athleticbaby.com](http://www.athleticbaby.com).