

FOR IMMEDIATE RELEASE

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***Energize & Exercise With Your Preschooler* is new
exercise video for women with young children**

***The video is the second of a six-video series aimed at helping
moms become more active while teaching children exercise habits***

ST. PETERSBURG, Fla. (July 31, 2006) – *Energize & Exercise With Your Preschooler*, an exercise video designed to help mothers of young children fit a workout into their busy schedules while teaching children exercise habits, has been released by Exercise with Mommy, a company that develops fitness programs for mothers of young children.

The program was designed with mothers of 4- and 5-year-olds in mind. It contains three short workouts that mothers and their children can do together. The exercise routines incorporate age-appropriate developmental skills, and animated graphics reinforce learning while keeping children interested.

“Like our earlier video, *Back in Shape with Baby*, our goal was to develop a program that will allow mothers to get fit while spending quality time with their children,” said Amy Burton, Exercise with Mommy’s founder and president. “We also were focused on teaching children good exercise habits at an early age.”

Some of the age-appropriate skills that are addressed in the new video, *Energize & Exercise with your Preschooler*, include the alphabet, numbers, days of the week, months of the year, and shapes, Burton said.

Exercise with Mommy introduced its first video exercise program, *Back in Shape with Baby*, late last year. That video was aimed at mothers who had recently given birth, and incorporated the baby into the workouts. Both videos are the first two components of a planned six-video set designed for moms with children from six weeks to five years old.

They each are available for \$19.95 at www.exercisewithmommy.com.

All the Exercise With Mommy videos promote interaction between mother and child. Age-appropriate learning takes place with on-screen graphics and verbal cueing. As the children become mobile, they begin to participate in the workouts. The movements help develop coordination and increase physical activity among children.

Burton, a young mother who is an American Council on Exercise-certified personal trainer with additional training in pre/post natal and youth fitness, consulted with medical experts when she designed the program.

According to the American Obesity Association, about two-thirds of adults and about one-third of all children aged 6 to 19 are overweight.

“With the growing problem of obesity in both adults and children, it is more important than ever to provide easy ways to help people of all ages increase the amount of physical activity done each day,” Burton said. “The Exercise With Mommy videos make it convenient and affordable for a mother to work out in the comfort of her home. No exercise equipment is needed, and a variety of techniques are utilized to help keep children engaged during the workout.”

For more information, visit the Exercise with Mommy website at www.exercisewithmommy.com.

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ABOUT EXERCISE WITH MOMMY

The Exercise with Mommy video series is designed to help mothers fit workouts into their daily schedules. There are six videos in the series and they target moms with children from six weeks to five years old. Each video teaches skills and learning appropriate for children’s developmental stages. Exercise with Mommy was established by Amy Burton, an ACE-certified personal trainer with additional training in pre/post natal fitness and youth fitness. Videos and additional information are available at www.exercisewithmommy.com.

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