



Press Release – August 2004

Helping kids shape up

Tyneside based fitness specialists will help kids across the region shape up after securing a contract to work with local schools.

Working with Newcastle and North Tyneside School Sport Co-ordinator Partnerships, First4Fitness will deliver an Out of School Hours Learning programme for around 300 three to seven-year-olds in 15 schools from September.

In a bid to improve basic physical skills including co-ordination and balance, the lunch time and after school programme will address the problems posed by increasing inactivity amongst youngsters by raising awareness to the benefits of regular exercise.

Managing Director at First4Fitness, Janet Reveley said: "Through this programme we hope to address the issues of obesity and the perceived lack of sporting talent in the UK by providing children with the correct instruction and time to take part in physical activity."

The six week programme will include weekly hour long activity sessions, such as gymnastics, dance, fun and basic movement skills, which will be led by qualified and experienced instructors from the First4Fitness team.

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Partnership development manager at Newcastle LEA, Joyce Matthews added: “By working with First4Fitness, which specialise in exercise and fitness we hope to improve children’s generic sporting skills, including balance, movement and co-ordination, so that they can excel in sporting activity as they progress through their education.”

Established in 1990, with the Support of the Sports Council, First4Fitness was the first training provider to deliver a fitness instructor course within the region. Based at Team Valley, Gateshead the company offers a diverse range of fitness training courses including Personal Trainer Awards and Fitness and Exercising Modern Apprenticeships.

For more information about the training opportunities available, please call First4Fitness on Tel: (0191) 487 0088 or visit the website at www.first4fitness.co.uk

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