



Press Release
For Immediate Release

PARENTS RELY ON SCHOOLS TO GIVE CHILDREN THE EXERCISE THEY NEED

- *Survey by LeapFrog reveals parents rely on schools to give children the exercise they need due to confusion and lack of time to inspire kids to get active at home –*
- *LeapBand, the first wearable activity tracker for children, is here to inspire kids to get active in the new school year –*

LONDON, UK — September 3, 2014 — As the kids go back to school this week, a new survey reveals primary school children are least active at home, with time conscious and confused parents relying on PE lessons and running around the playground as the main form of physical activity for their children.

The survey of 1,000 parents conducted by LeapFrog, the leading children’s educational entertainment brand, reveals that there is clear confusion about the facts, with over half (51 per cent) of parents having no idea that the [Government recommended daily amount](#) of physical activity for young children is one hour a day. Both dads (29 per cent) and mums (22 per cent) are confused by what the right healthy choices are for their family, with almost half (41 per cent) of dads blaming an overload of diet and health messages for this.

The average parent understands their child spends eight hours and fifty-five minutes a week being active but just one hour and forty minutes of that time is through active play outside school. School is depended on to provide children the majority of their physical activity, with parents claiming their children do four hours and forty-five minutes of exercise a week in school, even though they are unable to actually monitor this.

One in four (25 per cent) parents say they lack the time to make plans for their children to be physically active and 24 per cent admit they find it difficult to motivate their child to get active outside of school. This could well be the reason why they are relying on schools to give children the exercise they need. However, despite this, 19 per cent of parents also said PE is their child’s least favourite subject at school, 16 per cent said their child thought PE was boring and a further 13 per cent said their child feels embarrassed doing PE.

With childhood obesity in the limelight and many parents lacking in time and knowledge on how to keep their children active at home, LeapFrog’s latest innovation, LeapBand, the first wearable activity tracker for children, gives parents the power to no longer rely on schools to get their child moving. Importantly LeapBand offers a fun and refreshing solution to making being active part of everyday life, and hopes to motivate young children and their parents to be more enthusiastic about physical activity with the wearable device.





Dr. Gavin Sandercock, Children's Fitness Professor, and Director of Testing at [Fitmedia](#) comments: "LeapFrog's research gives cause for concern that parents are relying too much on schools to provide their child enough exercise and are lacking in the time and knowledge to motivate them at home. LeapBand is unique in being the only device to inspire children to get moving and learn healthy habits in a fun and rewarding way, offering parents a new way to inspire their children to get active."

Sally Plumridge, International Marketing Director at LeapFrog adds: "Our research shows parents are relying on schools to give their child enough physical activity, but are confused about the best ways to keep them motivated at home. The new school term and the arrival of LeapBand offer a completely fresh start for both parents and children to change the way they think about active play outside of school time. With LeapBand, parents can benefit from valuable insight about their child's daily activity and kids will be having so much fun, they won't realise all of the physical exercise they are experiencing and the healthy habits they are learning."

LeapBand, which launched in August, gets kids moving and having fun with 50 different activities and challenges, tracking and rewarding a child's physical movements: the more active they are, the more points they earn. A choice of eight virtual pets are on offer to be nurtured with healthy treats and guide the child through imaginative and engaging active play. They can also unlock additional games, challenges, levels of play and virtual rewards for their on-screen pet.

LeapBand has an aspirational fit-band style designed with kids in mind. High-tech features include a built-in accelerometer, high-resolution colour screen, rechargeable battery and water-resistant design, making it the ultimate activity wearable for kids. Parents can set school time and night time modes to select days and times during the week where LeapBand will only display the analogue or digital clock but will continue to track and reward activity.

For extended play after school, parents can download a free app called Petathlon™ Games, available for Wi-Fi enabled LeapPad tablets, iOS or Android devices, which allows children to compete as their pet in mini-games to win extra rewards for their animals, including medals and tracksuits. These earned rewards can then be synced to LeapBand through LeapFrog Connect, which appear on the child's virtual pet, providing children with a collaborative play platform with LeapPad. The Petathlon Games app is available for download to Wi-Fi enabled LeapPad tablets from LeapFrog as well as an iOS or Android smartphone or tablet.*

The LeapBand activity tracker (RRP £29.99, for children 4 to 7 years old) comes in green, pink, blue and orange, online and is available major UK retail locations. Additional activities and challenges are free and available for download via LeapFrog Connect for LeapBand.

For more information, visit www.leapfrog.com/en/leapband, and www.fitmediafitness.co.uk





-ENDS-

For more information, please contact:
Sarah-Jane Stenson
Threepipe
Tel: 0207 632 4800
E: Sarah-Jane@Threepipe.co.uk

For more information, please contact:
Sheila Forster
Fitmedia
07979654319
E: sheila@fitmediafitness.co.uk

Notes to editors:

LeapFrog used market research company Fly Research who surveyed 1,000 British parents with children aged four - seven from a nationally representative sample, between 7 and 14 July 2013. Further information is available at <http://www.flyresearch.com/>.

Dr Gavin Sandercock is a senior lecturer in Clinical Physiology and Cardiology and Director of Cardiac Rehabilitation at the University of Essex. Gavin specialises in exercise science, including paediatric physical activity and fitness and the effects of exercise on cardiac rehabilitation. He was lead investigator for the East of England Healthy Hearts Study, the largest health and fitness survey of UK children and adolescents. **Dr Gavin Sandercock is also Director of Testing at [Fitmedia](#), a specialist fitness company which provides fitness testing systems for schools.**

*Petathlon Games app is compatible with most Apple iOS devices running 6.0 or higher, Google Android devices running 4.03 or higher and LeapFrog's wireless tablet, LeapPad Ultra.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in educational entertainment for children. LeapFrog's award-winning product portfolio helps millions of children achieve their potential by delivering best-in-class curriculum through engaging content, fun multimedia learning platforms and toys. The Learning Path, LeapFrog's proprietary online destination for parents provides personalised feedback on a child's learning progress and offers product recommendations to enhance each child's learning experience. Through the power of play, LeapFrog's products and curriculum help children of all ages prepare for school and life success. LeapFrog's products are available in more than 45 countries. LeapFrog is based in Emeryville, California, and was founded in 1995 by a father who revolutionised technology-based learning solutions to help his child learn how to read. Come see the learning at www.leapfrog.com.

TM & © 2013 LeapFrog Enterprises, Inc. All rights reserved.



