



FOR IMMEDIATE RELEASE

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THE FREE GIFT TO KEEP CHILDREN ACTIVE

Just in time for the festive season, Les Mills BORN TO MOVE children's music and movement programs available at home – for free.

Remember that insatiable excitement and energy you had as a kid? Climbing trees, bike riding and mindless running around were daily activities. Times have changed... merry-go-rounds and teeter-totters have been replaced with iPads and Netflix. School play breaks are shorter due to rigorous schedules and educational demands. Parental fears and liability issues mean young people get less opportunities to play outdoors.

Lets face it: kids are not moving enough. With the holiday break looming, children will be stuck inside and exploding with energy. While iPads and TV's can be switched on to captivate them, sitting and staring at a screen is not the path to forming healthy life habits.

How can kids get the physical activity they need, while still staying safe and warm during chilly winter months?

Coming December 2015, children can press play with free action-inspiring BORN TO MOVE™ videos. Combining playful music with movement and engaging instruction, these 10-minute sessions will get young children up off the couch, help hone motor skills and set them up with healthy habits for the future.

LES MILLS On Demand is releasing the programming free of charge to encourage families into physical activity, and kick-start healthy habits early in life.

“The early years of life are a critical window to form positive habits,” says Dr. Jackie Mills MD, Les Mills Chief Creative Officer and the driving force behind the development of BORN TO MOVE. “We want to help instil a love of being active in children so they can grow into active, healthy and happy adults.”

If you're keen on keeping your kids happy, active and entertained this holiday season consider giving them a gift that will pay off for years to come – fun, enjoyable playtime and a passion for healthy movement.

About BORN TO MOVE

BORN TO MOVE is a series of movement-based classes designed to build confidence and foundation fitness skills through movement, imagination and games that are set to the magic of music.

There are five different age-specific BORN TO MOVE programs that are taught by highly trained instructors in health and fitness facilities globally. These five programs are updated every three months and feature music and choreography designed to meet the unique needs of each developmental stage, from toddlers to teens.

The BORN TO MOVE sessions available on LES MILLS On Demand tailored for at-home use. These sessions nurture a love of singing and dance and are ideal for children between the ages of 4 and 8.

The initiative is led by Dr Jackie Mills MD, a fitness and nutrition expert who heads Les Mills' creative team. Program development is managed by Anna Zahn, child movement specialist and Janine Phillips specialist in fitness training with 25 years' experience.

Learn more about BORN TO MOVE at www.lesmills.com/borntomove

About LES MILLS On Demand Workout Streaming

LES MILLS On Demand is a subscription streaming service where workouts can be streamed via the Les Mills website or through free apps on your iPad, Android tablet, Android TV, Kindle Fire tablets and Amazon Fire TV. You can also cast your workouts to Apple TV and Chromecast.

A free 10-day trial is the perfect way to try out the portfolio of workouts. A monthly subscription is €12.99, and can be purchased at www.lesmills.com/ondemand

Whatever your exercise style there's a workout to suit – BODYPUMP™ weights training, BODYCOMBAT™ martial arts, CXWORX™ core training, BODYBALANCE™ new yoga, RPM™ indoor cycling, and SH'BAM™ dance. You can also get the benefits of high-intensity interval training with LES MILLS GRIT™. The workouts are 20-30 minutes – ideal for in-home – and they're scientifically structured to challenge, reward and drive results. With new workouts added every week there's no chance of the dreaded 'exercise boredom' seeping in.

You can also get your hands on the custom-designed SMART TECH equipment for Les Mills' weight-based training options.

About Les Mills

Les Mills is on a mission to create a fitter planet.

Find out more at www.lesmills.com/about-us

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Notes to editors

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