

THE LITTLE GYM RAISES THE BAR

SCOTTSDALE, Ariz. (October 2011) – With more than 300 locations around the globe, The Little Gym is the world's premier experiential learning and physical development center for kids ages 4 months through 12 years.

Understanding the importance for children to develop physical, social, and life skills at an early age, The Little Gym has created an environment that builds the body while also growing the individual. The Little Gym uses a Three-Dimensional Learning approach to promote a well-rounded learning experience.



Three-Dimensional Learning is based on three core tenets:

- Get Moving! – Fosters flexibility, strength, balance, and coordination.
- Brain Boost! – Fosters listening skills, concentration, and decision making.
- Citizen Kid! – Fosters sharing, teamwork, cooperation and leadership abilities.

In addition to The Little Gym's well-rounded approach to learning, parents and children will also find:

- A rich schedule of age-appropriate classes designed to appeal to each child's varying interests and skills. Class offerings at most The Little Gym locations include Parent/Child, Pre-K and Kindergarten Gymnastics, Grade School Boys' and Girls' Gymnastics, Dance, Karate and Sports Skills.
- A professionally developed curriculum that allows kids to have fun while refining their skills. Each class utilizes a system of multi-week Learning Units – key skills grouped together to produce specific outcomes that make it easy for both parents and children to see and celebrate success. This type of approach helps prepare children for school and reinforces school lessons.
- Highly trained and skilled instructors who take their work to heart. The Little Gym team is a dynamic force at the forefront of building the bodies and minds of future generations.
- Originally composed songs incorporated into almost every aspect of The Little Gym classes. Active songs help expand children's vocabularies, musical games teach them to cooperate, and lyrics provide directions and cues that help sharpen their listening skills and increase their attention spans.
- The opportunity for children to form peer-to-peer relationships and develop important life skills like sharing, working in a group, listening and leadership. The Little Gym provides an opportunity for children to make new friends who share the same interests.
- Stress-free birthday parties. **Awesome Birthday Bashes** at The Little Gym are customized for each birthday child's interests. Trained instructors lead all the fun and The Little Gym team handles everything from setup to cleanup. Parents can relax and enjoy the occasion worrying about all of the set-up and clean-up. Awesome Birthday Bash parties are so popular that Parents Magazine awarded The Little Gym the "Best Birthday Party Location" in 2010.

- A wide range of activities including **Parents' Survival Nights** and **Seasonal Camps**. Parents' Survival Nights give Mom and Dad a chance to enjoy a night out (or a night in!) while their children have fun in a safe, supervised environment. Seasonal Camps are 3-hour, theme-based camps that combine physical activity and games with arts, crafts and special events.
- Over 240 franchise locations in the United States and Canada – and a total of over 300 around the globe – that are safe, convenient, and clean. Local owners of The Little Gym franchises are committed leaders who have a passion for helping children, making a difference in their communities, and having fun in the process.

#

