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GIVE KIDS A GREAT START.

Help set your kids up for success by giving them a body and brain boost with the BOKS before-school physical activity program.



LIGHTENING STRIKES ON THE BASKETBALL COURT.



"YOU RUN LIKE A GIRL" IS NOW A COMPLIMENT.



GET INSPIRED, SEE AND SHARE



EXERCISE: IT'S EVEN GOOD FOR YOUR CHILD'S REPORT CARD.



LEGENDARY PICKY EATERS, MEET A LEGENDARY GOOD INFLUENCE: YOU.



WHATEVER HAPPENED TO "GO OUTSIDE AND PLAY"?





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Reebok gives kids a brain boost with the BOKS before-school physical activity program.

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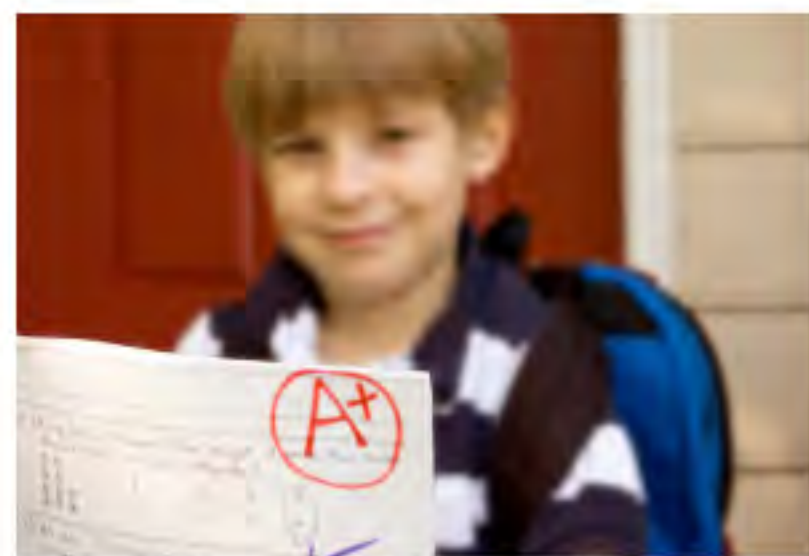
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Play for body and mind.



Yes, children and their developing bodies benefit greatly from physical activity. But did you know that it also has a big impact on their brain development?

The New York Times reports that a 20-minute walk before a test can raise a kid's score; in a study of identical twins, the more physically fit twin had a higher IQ. But the most amazing proof came a few years ago in a study of 9- and 10-year-olds at the University of Illinois. Researchers put the kids on treadmills. Then, the most fit and least fit ones were given "cognitive challenges." How well would they focus on relevant things? Filter out distractions? How sharp would they be?

No surprise, the fitter kids did far better. But here's the revelation: all the kids' brains were then scanned with magnetic resonance imaging (MRI) technology. The physically fit children had much larger basal ganglia: the part of the brain that helps us pay attention, stay focused, coordinate our reactions and ideas.

"The fit children had much larger basal ganglia: the part of the brain that helps us pay attention, stay focused."

According to the book *Spark* by John Ratey, MD, "Exercise is the single most powerful tool that we have to optimize the function of our brains." This book continues to influence us here at BOKS. What knocks us out? The story of a fitness program in Naperville, Illinois, that put the local school district of 19,000 kids first in the world of science test scores.

source: <http://www.ncbi.nlm.nih.gov/pubmed/20693803>



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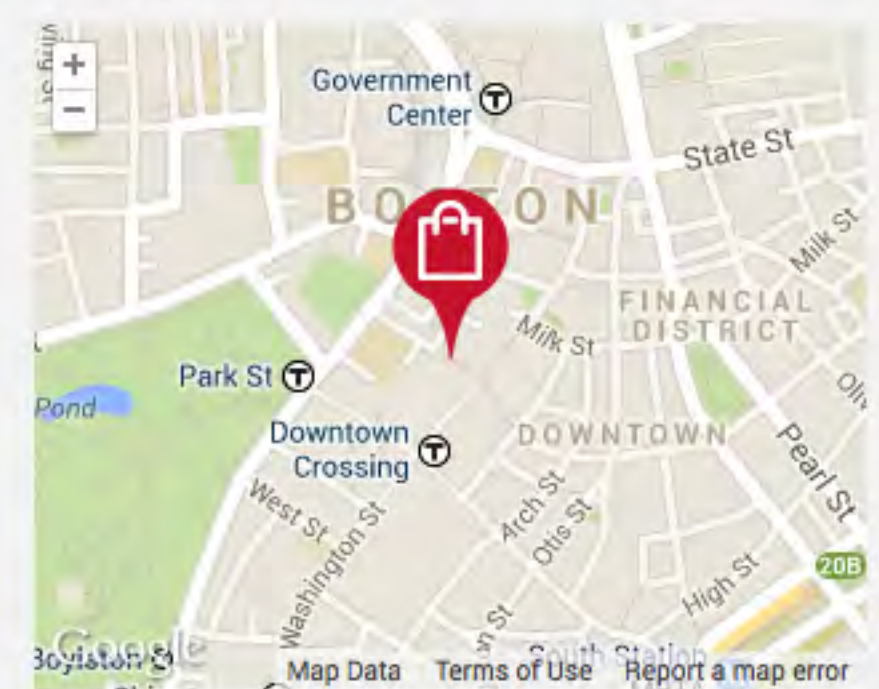
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Quick tips for changing eating habits over time.



Getting your kids to eat healthier foods isn't easy, but it can be done. Before some practical tips, a word about strategy: be consistent, be patient, and play the long game. It can take any child 10 or 15 times to accept a new food. Just keep serving it.

Be a good role model. Children want to do what you do. It's how they learned to walk, to talk, (and nearly everything since then). You exert tremendous influence, even if you don't always feel it. If you enjoy healthy eating, eventually the kids will follow.

Involve kids in grocery shopping and cooking. Kids love to help, right? At the supermarket, let them decide which vegetables and fruits to bring home and try. When you're cooking, ask them to rinse vegetables, stir something, and set the table.

"Be consistent, be patient, and play the long game. It can take any child 10 or 15 times to accept a new food."

Teach them how food affects us. Does your son or daughter like sports? If you want extra strength, you want lean protein. Have a kid who likes to bring home good report cards? Explain the difference a healthy breakfast makes at school. Have a vain tween? Talk about what fruits and veggies do for hair and skin.

Above all, never nag. Your own healthy eating, your own actions, are the most powerful thing you have.



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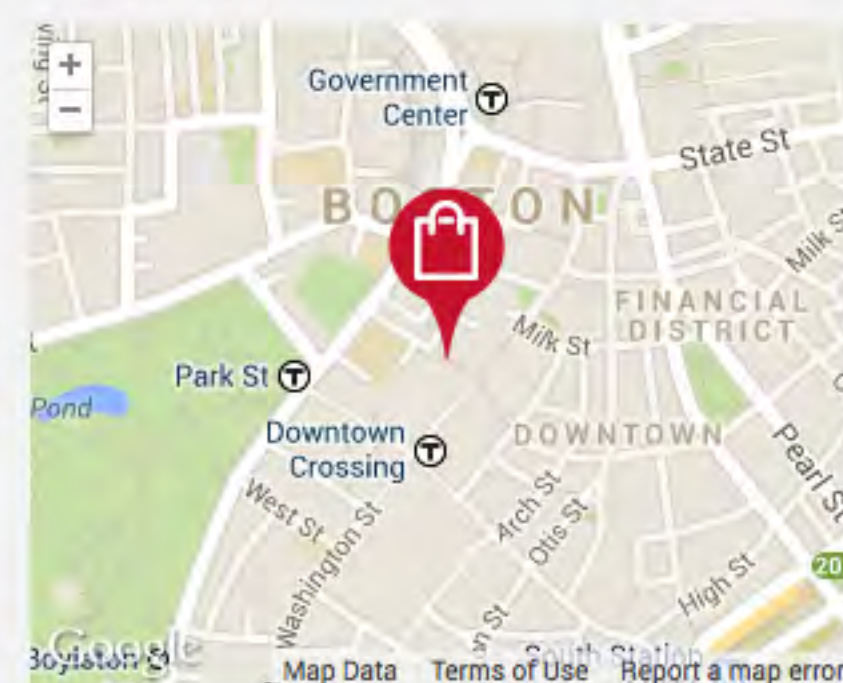
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When it comes to kids' health, it pays to play.



Kids spend 40 to 60 hours a week sitting inside, attached to all manner of electronic devices and screens. Parents, in the middle of their own long, hard days, can be tempted to let the kids sit with their screens. But you have to get them outside.

What to do? First, set your secret goals. The Centers for Disease Control recommends children get about one hour of physical activity every day.

Next, try a family activity, maybe a short walk outside together after dinner. Talk about what you see, make a game of spotting things, knowing things (remember, you're competing with video games). On weekends, try to find a playground. If it rained and there are puddles, remember puddles are supposed to be jumped over! (A helping hand is always okay.)

"The Centers for Disease Control recommends children get about one hour of physical activity every day."

Finally, work with other moms and dads in the neighborhood. Encourage friendships with other kids who play outside. Or even try getting BOKS started at your school. This free before-school physical activity program is designed to jump start kids' brains and prepare them for a day of learning.

Over time, you'll see positive changes in personality, interests, and behavior. Your child will sleep better, get higher grades, and avoid health problems. Get out there, kids. Run around. You can't lose.



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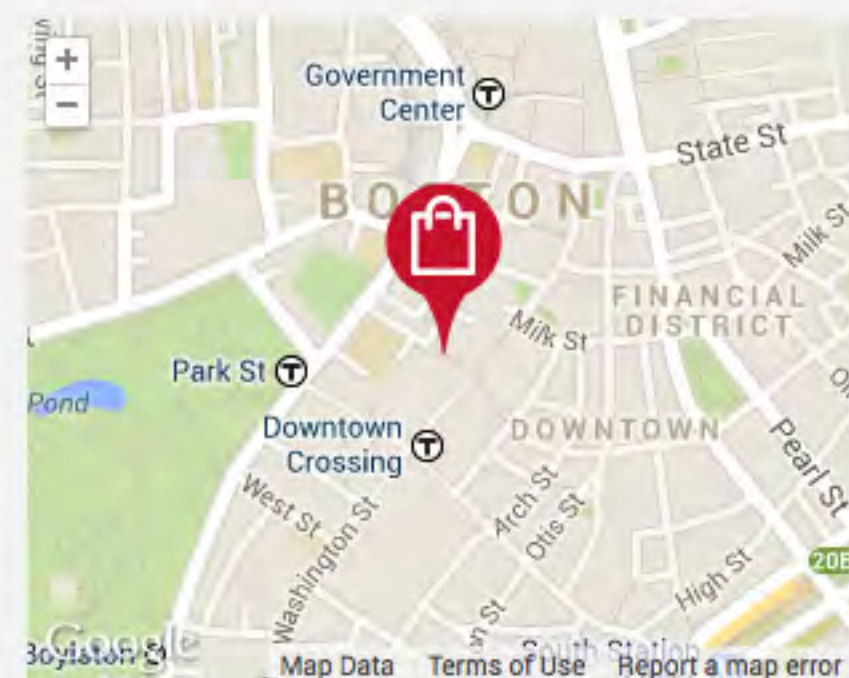
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