

Are your Toddlers getting enough exercise?

The new guidance from the British health department said children under 5 who can walk should be physically active for at least three hours a day. This is the first time advice has focused on babies and toddlers.

Officials also said parents should reduce the amount of time such kids spend being sedentary while watching television or being strapped in a stroller. The aim is to fight obesity and prevent heart disease, diabetes and certain cancers later in life. Fair enough. Nearly a quarter of British adults are obese, and experts estimate that by 2050 about 90% of adults will be heavy.

The guideline for under 5's is that they should be physically active for at least three hours a day. My two children are already in the one hour a day bracket, but I question whether busy Mums like me are going to struggle to fulfil these requirements as I would as a working mother?



Playball at Eddie Catz

The good news is that Eddie Catz worked closely with the Department of Health and the Play Provides Association with Darren - my husband, co-owner of Eddie Catz and an ex squash professional with 20 years of health club management experience – joining a steering group that helped launch the “Play 4 Life” campaign to promote the benefits of indoor play as fulfilling part of this recommended daily allowance. He also coined the catchphrase “exercise in disguise” which the Department

of Health has used to promote the campaign. Our research has proven that one hour of play at playcentre can fulfil a major part of the requirement - a bit like having a glass of orange juice towards your 5 a day fruit and veg intake.

This is probably consoling to our customers who already visit Eddie Catz to play. A number of our customers also have children attending pre-school activity classes that we hold at our venues such as Playball, Little Kickers, Tiny Tutus Ballet, Martial Fitness, Street Dance, Dynamic Dance, Tatty and Baby Bumpkin Yoga–inspired classes and Amanda’s Action Kids classes. With this in mind we’ve put on a whole new host of active classes from September. Classes range in cost from £6-9 per session (adult & child) and this cost includes a free play at Eddie Catz on the day.

See all the classes we offer - <http://www.eddiecatz.com/classes.php?centre=>

You might also consider purchasing one of our Memberships for your child? Our Annual Membership is just £90 for unlimited play, seven days a week, no school holiday restrictions and one adult free on each visit (that’s just £1.73 a week!) and our 6 Month is £65.

Hope to see you soon at Eddie Catz and happy playing!

Maria Johnson

Owner, Eddie Catz



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