

Free membership for kids at Club V

20% of South African children are overweight and only 42% are getting enough exercise to stay healthy. These statistics were found in the 2010 Healthy Active Kids Report Card which gave South African kids an overall grade of C for health. In order to try and improve these statistics and get children to exercise, Virgin Active is offering one year's free membership to its Club V for all children whose parents join during April.

The offer is valid for this month only at the 88 Club V and Club V Max facilities nationally. It is also open to existing members whose children are not yet Club V members.

The survey also showed that less than one-third of youth surveyed participated in moderate activity and nearly 42% did little or no physical activity. Robyn Moore, national Club V manager at Virgin Active, says that the trick is to keep exercise fun and not make it seem like a chore.

"At Club V we offer a range of fun options that will keep your kids entertained with the added advantage of them keeping fit and healthy. It provides a safe environment that offers children unstructured and structured, supervised fun activities allowing for the development of basic motor skills without them even realising it."

Important for the growth and development

Members have access to the facilities as well as classes like Splash, a water-based experience with a range of aquatic equipment, adventure circuits and Sports' Play to name a few. One of the most exciting classes exclusive to Club V is the recently launched ZumbAtomic which combines fitness and fun with specially choreographed routines to music like hip-hop and reggae.

Robyn says that exercise is important for the growth and development of children's bodies and minds. "Besides the more obvious physical benefits of regular exercise, there are great social lessons too. Challenges and group classes will develop your child's social and leadership skills, teach them self esteem and encourage self confidence and promote creativity," she says.