



MASTER TRAINER:
Jeff Green MS, CSCS, CES, PES, USAW, USATF
Exercise Physiologist
Certified Strength and Conditioning Specialist
USA Weightlifting Coach
USA Track & Field Level 1 Coach
Clinical Exercise Specialist
Performance Enhancement Specialist
National Strength & Conditioning Association
Alabama State Chairman
American College of Sports Medicine Member
State & National Champion Powerlifter
Former Collegiate Wrestler (Clemson)

At the Icon Performance Center, our goal is to help kids attain all the health benefits of regular exercise. Kids who are physically fit sleep better, resist illness, and are better able to handle the physical and emotional challenges that a typical day presents - be that running to catch a bus, bending down to tie a shoe, or studying for a test. Combining regular physical activity with a healthy diet is the key to a healthy lifestyle. By understanding the importance of being physically active, you can instill fun and healthy habits that will last a lifetime.



Here are the current activity recommendations for children, according to the National Association for Sport and Physical Education (NASPE):

Age: Infant

Minimum Daily Activity: No specific requirements

Comments: Physical activity should encourage motor development

Age: Toddler

Minimum Daily Activity: 1 1/2 hours

Comments: 30 minutes planned physical activity **AND** 60 minutes unstructured physical activity (free play)

Age: Preschooler

Minimum Daily Activity: 2 hours

Comments: 60 minutes planned physical activity **AND** 60 minutes unstructured physical activity (free play)

Age: School age

Minimum Daily Activity: 1 hour or more

Comments: At least 45 minutes to an hour of goal-oriented physical activity

205.970.2348 (BFIT)



ICON Performance Kid Fit Program

The Icon Performance Center possesses the most experienced training staff ever assembled in the state of Alabama. Our Center offers the very best in equipment and training atmosphere to encourage kids to embrace the fitness lifestyle because they feel better about themselves and above all have FUN in the process.

What can Icon Performance Kid Fit Program do for me?

The Problem

If children are our future, we're in big trouble. Obese and physically unfit kids **will** become sick adults. It is a scientific fact. Dr. Hugh D. Allen stated in USA Today that 30 million of the 80 million kids alive today in the US will die of heart disease as adults, unless current trends change. Diabetes, asthma, sleep apnea, learning disabilities, and eating disorders have all been linked to childhood obesity.

The cause is simple: kids eat poorly, and are not active enough. Period. Look around you the next time you're in a grocery store, mall or amusement park. Parents and relatives can make excuses, but the fact remains: too many kids, rich and poor, are fat and out of shape. It is a shame and it is dangerous.

The Solution

You can make a difference. You can help prevent this epidemic that impairs socialization and early learning. You hold the key to changing the outcome of children's lives by introducing them to physical activities they enjoy.

Don't waste another minute! Sign up today!!
Call to find out about times & dates.

205.970.2348 (BFIT)



Youth Training Programs

Making Fitness Fun for Kids

It is a well-documented fact that today's kids are less physically active than the kids were of a generation ago. Television, video games, and computers have turned today's kids into sedentary "couch potatoes." This inactive lifestyle leads to overweight unhealthy children with low self-esteem. Take a look at these facts:

- § Obesity in children has doubled over the past two decades. This increase in body fat has been associated with a lack of physical activity combined with poor nutritional habits (American Academy of Pediatrics, July 1997).
- § Television, video games, entertainment, motorized transportation, fast food, and a lack of regular exercise contribute to the poor physical condition of our society (Office of the Surgeon's General, 1996 Report on Physical Activity and Health).

As a race, **we develop almost all of our fat cells when we are teenagers**. This is important because a child who is now overweight is going to have to battle obesity for the rest of their life due to increased fat cell count during adolescence. For a child who is NOT overweight, keeping them from putting on extra weight during their teenage years can literally make the difference between an adulthood of easily keeping weight off, or of battling the bulge their entire life.

Type II Diabetes, previously an adult ONLY condition, is now becoming more and more prevalent in children. Today's lack of nutritional counseling combined with easy access to high sugar foods and beverages at every turn, and this frightening condition is surely on an upward swing. Some will pay the ultimate price for over indulgence - **Type II Diabetes can kill or permanently handicap if left untreated.**

3156 Sunview Drive - Cahaba Heights
205.970.2348 (BFIT)
www.iconperformanceonline.com

Participation in a youth fitness program is a wonderful way to get children of all ages (8-14 years old) and abilities to consistently take part in a fun, challenging workout that will improve their self esteem, fitness level, and show them that fitness is fun! Children need to exercise for the same reasons adults do:

- § Regular physical activity is linked to a wide array of physical and mental health advantages (American Medical Association, 1995).
- § Children involved in regular exercise earn better grades and have better social skills than those who are not (American Psychological Association, 1996).

A sound youth fitness program should be organized, supervised, and run by professionals. Programs should be designed to help the pre-adolescent become more physically fit, promote an active and healthy lifestyle, as well as prepare them for high school athletics. Activities include calisthenics, bodyweight work, medicine balls, quickness training, body awareness, agility drills, stretching, and general conditioning. The workouts should be fun, challenging, and a very positive experience!

Here at **ICON Performance**, we run several youth fitness programs that accomplish all of the above. Our Youth Fitness Program is a comprehensive program committed to helping parents establish a healthy foundation of exercise and proper nutrition for their pre-adolescent age boys and girls. This program addresses the fundamentals of a healthy, positive lifestyle.. but most importantly.. we show kids that

FITNESS IS FUN!

Let us share our passion for youth fitness with you and your kids.

All of our demonstrations include several group training routines that will keep your students moving for the duration of the class/activity. The students love this fast paced, high energy, functional fitness workout!

