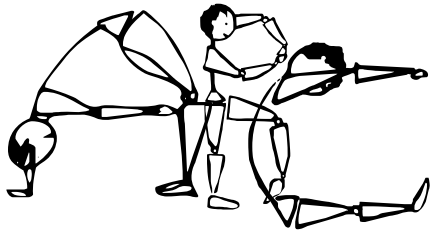


*...teaching the ABCs  
from the feet up!*



- Our uniquely designed Alphabet fitness fonts® are fun, kinesthetic letters for kids to mimic, capturing their attention and releasing muscle tightness, while letting their bodies teach language to their brains.
- Learning language initially through the movement of the feet playfully integrates large muscle movements into early literacy. Kids learn to coordinate ab, arm, leg, back, heart, lung, and smile muscles together with their growing vocabularies.



Alphabet WorkOut Kit: Curriculum/ Charts/  
Fitness fonts®, Games, Yoga Reading Mat

Aligns with UN Article 31 Rights of Child  
to Play; US State & Nat'l Curriculum  
Frameworks; 2006 Wellness Mandate

For materials & information contact:  
Wellness, Inc.

PO Box 894, Brookline, MA 02446  
[DrAlphabet@alphabetfitness.org](mailto:DrAlphabet@alphabetfitness.org)  
617-713-0949

Wellness, Inc.  
PO Box 894  
Brookline, MA 02446  
[www.alphabetfitness.org](http://www.alphabetfitness.org)  
Using the ABCs & 123s  
as fitness & literacy tools!



*An alphabet-based  
fitness program  
by Wellness, Inc., USA  
Ages 2.5 - 6+*



*A fun new way to  
read, write, spell  
and bee well*

## We are way ahead of the curve!

### NEW "BODY-BUILDING" ABCs FOR KIDS' LITERACY!

Today's exciting electronic images, toys, and educational tools may stimulate our children's minds, but their sedentary nature tends to curb children's motivation for physical activity. As fine-motor learning & communication tools increasingly substitute for vital gross-motor activities, more and more children will continue to experience stress-related disorders, reading difficulties, declining test scores, obesity, and maladaptive behaviors.

#### Our Vision

...to improve children's long term well-being by making language & communication skills part of their stronger gross-motor intelligence.

As Alphabet Athletes™, children practice more agile, whole body writing as a precursor to fine motor alphabet literacy skills.



#### Our Strategy

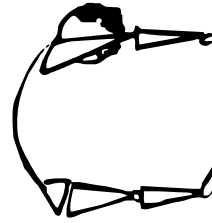
... to develop a fun, fitness-oriented approach to alphabet literacy for kids.

We accomplish this through:

- Alphabet WorkOuts™; ABC Yoga™
- Gross-motor product reinforcements
- Team Spelling Bees
- Fitness fonts & SpellChecker games

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## Alphabet Fitness Fonts let the body do the learning!



#### Gross-motor learned alphabet letters:

- Are compatible with children's active learning style
- X-train brain & body for balanced, cohesive learning
- Release muscle tensions & stimulate circulation
- Encode healthy growth directly into the ABCs
- Are readily identifiable and easily 'read' by the brain



#### Fine-motor learned alphabet letters:

- Disrupt children's innate, cross lateral learning style
- Require premature fine motor, audio visual coordination
- Diminish sensory motor integration
- Alter circulation and O<sub>2</sub> - CO<sub>2</sub> ratios
- Associate learning to sedentary behaviors



Alphabet Fitness community fun run

#### Alphabet Fitness Benefits

- Prepares brain & body for learning accuracy
- Links language to fitness & learning
- Decreases alphabet-linked learning difficulties and motor restrictions
- Instills cooperative learning habits

## WORKSHOPS

### ALPHABET FITNESS COACHES



Staff training!

Wellness, Inc. offers Professional Development Trainings, WorkShops, and consultations for its Alphabet Fitness Programs.

***Kids learn to keep exercising  
as they grow into their words!***

#### Applications

Fitness instructors, sport prep, stress reduction; preschool-1, childcare, Special Ed and ELL programs; home & after school; Park & Recreation; Alphabet fun runs; spelling bees; and therapeutic practices.



\*Log onto [www.alphabetfitness.org](http://www.alphabetfitness.org) and join the President's Challenge Physical Activity & Fitness Awards!

*"Alphabet Fitness promotes literacy & large muscle coordination through fun activities. Kids develop a kinesthetic awareness of alphabet representation - fundamental to reading, and to developing social skills, physical health, and emotional well-being."*

- Karen VanderVen, PhD, Child Development, Dept. of Education, University of Pittsburgh