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## Tampa's Exploromania Introduces Kid's "Gymathtics" Fun Learning Workout - Helps Kids with New Year's Resolutions -

Tampa, FL (Jan. 13) – Children can meet their New Year's resolutions easier for getting in shape and getting better grades in school, thanks to the new "Exploracise Gymathtics" DVD. Tampa-resident Carrie Scheiner launched the "Exploromania" company to help solve these national problems. The "Exploracise Gymathtics" 30-minute DVD is aerobics, strengthening, and stretching in the form of math lessons -- a mind-challenging twist! Scheiner, a former math educator, enlisted the help of her neighbor, renowned fitness expert Joanne Baizan, and created a DVD to encourage kids age 5-11 to learn while they burn (calories). Exploromania is creating innovative solutions to curb the childhood obesity epidemic and educational challenges affecting American children today.

Circles, lines, and polygon stretches using arm and leg motions help teach children in an experiential video, replete with lively music and gentle guidance to get little hearts racing with aerobic routines. Scheiner stars in the video with her two children ages 5 and 9, and two local Tampa teenagers. Segments such as "Counting Calisthenics" and "Pattern Power" feature aerobic movements that challenge minds and muscles.

Tracy, a Tampa early childhood educator and mother of three, said, "I was quite excited to try a dual-purpose video. With so many DVDs out there, combining exercise and learning in a fun way was fantastic. My three children, ages 3 to 10, loved it from start to finish; in fact they wanted to do it again when it ended. What a great way to not only get children off the couch, but to exercise their brains at the same time."

"We're elated with the response by children, parents and educators," said Scheiner, Founder and CEO of Exploromania. "Parents, like myself, needed more tools to help their kids build a stronger foundation in math. Instead of more computer time or passive activities, I thought why not combine exercise and learning! We have plans to introduce more fun interactive learning products in the future, but this first one really sets the tone for our educational exercise and entertaining products."

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National statistics widely point to both a child obesity epidemic and an education crisis in America. Various health organizations have reported that Type II diabetes in children is at 30-40%, up 25-35% from 1994. Recent studies show that obese children as young as age 10 had the arteries of 40-year-olds and other heart conditions found in adults. Statistics report that 7 out of 10 overweight adolescents will become overweight adults.

Concerning education, the Hart-Rudman Commission found that the U.S. failure in math and science education "poses a greater threat than any potential conventional war." Scheiner brainstormed what might help and developed a product that can be a new tool for improved health and learning.

Scheiner uses multi-sensory learning techniques in her DVD which are proven to improve retention and recall of concepts. Scientific research also shows that during exercise the brain increases the production of neural growth factors which improve learning. Exploracise Gymathtics combines multi-sense learning with the increase in neural growth factors produced during exercise to create the optimal environment and best techniques for children to learn math while getting healthful exercise.

To view the Gymathtics routine go to [WWW.EXPLORAMANIA.COM](http://WWW.EXPLORAMANIA.COM) where the DVD can be purchased. It retails for \$24.99 and is currently offered at an introductory price of \$19.99. It is also available at Learning Express Toys of Tampa-Westchase, and on Amazon.com. Scheiner is also reaching out to school systems to offer an indoor alternative during Phys. Ed or a fun, active math class.

Established in 2008, Exploromania is the brainchild of Carrie Scheiner, a Tampa, FL resident, who recognized the need for fun interactive educational experiences enriching the minds and bodies of children. Exploromania can be reached at 1-877-50-EXPLORAMANIA (1-877-503-9756).

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