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Scientific Research supports Exploromania™ Kids Gymathtics™ Learning Workout

Tampa, FL (January 5) – Physical exercise benefits the body and brain for kids nationwide and “Exploromania” adds a new mind-challenging twist! Carrie Scheiner created “Exploromania™” and the “Exploracise™ Gymathtics™” DVD to help solve a national problem when she noticed increased screen time led to less physical and educational activities for her two children. Scheiner, a former math educator, created a 30-minute DVD to encourage kids age 5-11 to learn while they burn.

Exploracise™ Gymathtics™ uses multi-sensory learning techniques, which are proven to improve retention and recall. The combination of auditory, visual, and kinesthetic techniques creates a more comprehensive and efficient learning process. Scientific research also shows that while exercising the brain increases the production of neural growth factors, which improves learning and memory. The synergy of multi-sense learning with the increase in neural growth factors produced during exercise creates the optimal environment and most effective techniques for children to learn while getting healthful exercise. Scheiner created a product that can be one more tool for parents, educators, and health providers to improve the health and education of children thereby combating the national obesity crisis and educational challenges that affect so many American kids 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 Tampa teenagers. Segments, such as “Counting Calisthenics™” and “Pattern Power™”, feature aerobic movements that challenge minds and muscles.

Tracy, an 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, Chief Mom & Math Officer (CMMO) of Exploromania™. “It seems so many people were also feeling the need for more healthy and educational kids activities and they are welcoming this new interactive learning alternative,” Scheiner added. “We have plans to introduce more fun, active learning products in the future, but this first one really sets the tone for our educational exercise and entertaining products.”

View a video clip at www.exploromania.com of the Exploracise Gymathtics routine. The DVD retails for \$24.99. A Blu-ray version will be available in Spring 2009.

Established in 2008, Exploromania™ is the brainchild of Carrie Scheiner, who recognized the need for FUN interactive educational experiences so children develop a love of learning and healthy lifestyle. Exploromania™ can be reached at 1-877-50-EXPLORAMANIA(1-877-503-9756).

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