



KEEP MOVING | SCHOOL FITNESS PROGRAM

The Keep Moving Project is a **social enterprise** based in Hong Kong, SAR China, that is focused on providing the best possible **fitness education to teachers and children**.

We have worked with numerous schools' teachers and hundreds of children to create fun, functional fitness programs within both schools and our own facility. Our principles are rooted in **first teaching movements, then establishing movement patterns, and eventually applying these movement patterns to sports**.





BOX

***“Fitness is both physical and mental.
It is our goal to Intertwine movement with learning.”***

Asian values have long considered education as the ultimate honor, with many modern-day parents pushing their children to achieve their academic best. **Little is commonly-known of the link between exercise and learning.**

In his book ***Spark: The Revolutionary New Science of Exercise and the Brain***, John J. Ratey, M.D. - associate clinical professor of psychiatry at Harvard University - argues for more Physical Education in our schools due to this propounding link. However, **he does not argue for more education in competitive sports, but rather in teaching fitness. He explains that exercise enhances learning, lowers stress and anxiety, and can help the aging brain stay young.**

Exercise balances neurotransmitters and increases brain-derived neurotropic factor (“BDNF”), a molecule responsible for improving neuron function, strengthening and protecting them against the natural process of cell death. Dr. Ratey states that ***“The point I’ve tried to make – that exercise is the single most powerful tool to optimize your brain function – is based on evidence I’ve gathered from hundreds and hundreds of research papers, most of them published only within the last decade.”***

Regular exercise helps you:

A. Be more social

Studies show that by adding physical activity to our lives, we become more socially active—it boosts our confidence and provides an opportunity to meet people. The vigor and motivation that exercise brings helps us establish and maintain social connections.

B. Calm down

The majority of studies show that aerobic exercise significantly alleviates symptoms of any anxiety disorder. Exercise also helps the average person reduce normal feelings of anxiousness.

C. Fight depression

In Britain, doctors now use exercise as a first-line treatment for depression.

D. Improve focus

One of the best treatment strategies for ADHD involves establishing extremely rigid structure.

E. Make better decisions

Participants reported that an entire range of behavior related to self-regulation took a turn for the better. Not only did they steadily increase their visits to the gym, drank less caffeine, ate more healthy food and less junk food, curbed impulse spending and overspending, and lost their tempers less often.

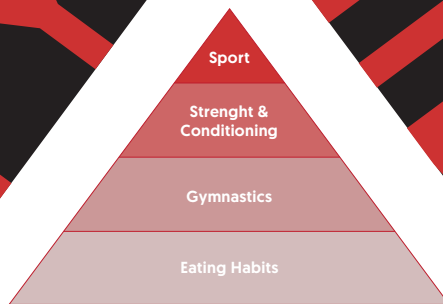
F. Live longer!

If your brain isn’t actively growing, then it’s dying. Exercise is one of the few ways to counter the process of aging because it slows down the natural decline of the stress threshold.

Our Program will support daily “SPARK” activities, with our coach coordinating with your teachers to perform short 5-10 minutes of activities prior to a class “at random” throughout the month.



PYRAMID



Young children, before the age of 4, will typically move very well. Around 4 years old, kids' natural movement patterns alter for the worse - many blame the increased sitting time, compounded by the effects of modern technology. **About 1 in 5 kids today dislike PE and about 1 in 10 will ultimately refuse to participate.** If we're not expecting these kids to perform well at sports without first understanding how to move, why do we expect a traditional PE program to work?

"Regular participation in organized sports activities does not ensure that youth are adequately exposed to fitness components that can improve their health and reduce risk of injury."

In fact, just the opposite is true of single-sport specialization given that overuse injuries are common and even nationally-recognized organizations have stated that "specialization has more risks than rewards." Just as not everyone enjoys math or art, not everyone enjoys playing sports. **Therefore, variety is necessary for children since enjoyment is the number one pathway to acceptance.**

"It is our responsibility as adults to ensure the best quality of life for our children, including providing the tools necessary to live a long, healthy life."

Sport and exercise are fun and we should keep them fun. **Our program is designed to be FUN!**

Over the term, our program begins with the most simple of movements and gently adds complexity.

In addition to teams (encouraged training based on seasonality), **we will facilitate inter- and intra- house competitiveness.**

We will also combine similar skill-set teams into the same training sessions to encourage multi-disciplinary collaboration and teamwork.

Is it SAFE?

The science proves that impact exercise (e.g. jumping, running) to bones is **beneficial in children**. Increased bone growth is matched by increases in muscle strength, with girls increasing bone density at a faster rate than muscle growth. All movements are bodyweight and focus on establishing a good movement pattern. **Children are NEVER exposed to heavy weights or body-building style exercises.**

All trainers have passed police background checks and hold certificates from organizations specializing in childhood fitness programs.

Does it make sense to do more than one term?

Children grow and as they grow, it becomes increasingly important for them **to maintain good movement patterns and learn how to self-identify good movement patterns. Consistent reinforcement will lead to positive results!**

"Keep exercise fun because if it's fun, everyone will do it."








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Develop timeline of class offerings (this is purely for example only)

Develop **45 min training sessions** - the classic hour will not work given the time constraints.

Will create a standard daily "WOD" that will follow the following schedule:

-  Monday = **Strength focus**
-  Tuesday = **Metcon focus**
-  Wednesday = **Strength/gymnastic focus**
-  Thursday = **Metcon focus**
-  Friday = **Strength focus**

Standard format will be:

- Warm-up 5 mins**
- Strength/gymnastics skill portion 20 mins**
- Transition/break 5 mins**
- Metcon 10 mins**
- Cool-down and stretch 5 mins**

Metcon focus days will have either 2 metcons or a single 30-min metcon

Gym is available for sessions at:

6:30-7:15am

Lunch time (45 mins)

After 2:45pm in standard 45 min slots:

2:45pm - 3:30

3:30pm - 4:15

4:15pm - 5:00

6:30 - 7:15

Monday = **Rugby**

Tuesday = **Basketball & Netball**

Wednesday = **Football**

Thursday = **Hockey**

Friday = **Baseball & Cricket**

Lunch

Monday = **Baseball & Cricket**

Tuesday = **Rugby**

Wednesday = **Basketball & Netball**

Thursday = **Football**

Friday = **Hockey**

2:45pm - 3:30

Monday = **Hockey**

Tuesday = **Baseball & Cricket**

Wednesday = **Rugby**

Thursday = **Basketball & Netball**

Friday = **Football**

3:30pm - 4:15

Monday = **Da Vinci**

Tuesday = **Teachers**

Wednesday = **Einstein**

Thursday = **Partner Day "Bring Your Friend"**

Friday = **Fleming**

4:15pm - 5:00

Monday = **Nansen**

Tuesday = **Rutherford**

Wednesday = **Teachers**

Thursday = **Wilberforce**

Friday = **Teachers**



FACILITY DESIGN

The number one goal is **to create a space that will be used and loved by the students**. We will help in creating a fun, unique space that is both in line with the school's image *and* cool, slightly edgy, and **very functional** to support this **functional fitness program**.

This will include:

Reformat gym to maximize open floor space.

Create a “fun space” - paint with cool wall logo (have students design and paint).

Targets on ceiling used for wall ball targets.

TV on wall for workout/WODUP display

Sell off all unnecessary equipment to raise funds for potential new equipment
(new bars, for example)

Cool “gym rules” signage

PR/goal board

We can also help in applying for a “**School CrossFit Affiliate**”, making the Island School **the first and only official CrossFit program within a school in Hong Kong!**



KEEP MOVING PROJECT

We are a social enterprise “project” of different brands, including **RECESS**, our corporate wellness arm and the primary funding source of our other projects. We also have **Keep Moving Kids**, a non-profit initiative focused on training PE teachers and children in fun and effective fitness and sport methods. We also volunteer to teach fitness and sports within various organizations in Hong Kong and China.

Other projects include **Standing Desk**, which began as a design competition to create a desk for Hong Kong, designed in Hong Kong. The desk is currently in further development stage with plans of production and proceeds from the sale funding desks that will be donated in Hong Kong.

OUR TEAM

Cris O'Brien

Founder

Prior to creating the company, served as Director of Finance and Brand CFO for a Fortune 500 Company and as a Senior Associate at Deloitte, specializing in IPOs.

Michelle O'Brien

Kids Program Team Leader

Previously worked in Medical Devices with significant experience in China.





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PROJECT

G/F NAM HUNG MANSION
22 PRAYA | KENNEDY TOWN, HONG KONG
INFO@KEEPMOVINGPROJECT.ORG
KEEPMOVINGPROJECT.ORG