



Question 1 of 4
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April 01, 2010

My Gym and Mogreet Join to Promote Mobile Fitness Content for Kids

By [Carolyn J Dawson](#), TMCnet Contributor

My Gym Children's Fitness Center, a fitness center for children, and Mogreet, Inc., a global provider and innovator of mobile video messaging, have [joined](#) to fight against childhood obesity and to promote kids fitness with the launch of a customized mobile phone video content campaign.

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This campaign features "The Activators," a new children's entertainment group whose mission is to make fitness fun. It is designed for preschoolers and grade school children, which combines fun and fitness with the aim of helping parents to meet the challenges involved in introducing their children to a healthy lifestyle.

With the help of Mogreet's proprietary technology, the My Gym/Activators mobile

campaign brings an ongoing array of "Activator" exercise videos directly into the mobile phones of My Gym customers and parents. Customers can easily participate by texting the word "Activators" to 21534 from their mobile phones.

Once the parents have joined, they will instantly receive an entertaining and fun-filled video featuring My Gym's "The Activators." Also, they will be able to join the My Gym Mobile Club where they will receive additional contents including My Gym announcements regarding events, special offers, live in-market appearances of "The Activators" and other important fitness messages sent by the My Gym fitness professionals for the kids.

Matt Hendison, chief officer for marketing and entertainment, My Gym, said "We are excited about our recent launch of 'The Activators,' and being able to reach moms, dads and especially kids in a very personal and interactive way – via their mobile phones in video – is extremely powerful."

My Gym is planning to promote this mobile campaign through several mediums such as My Gym locations, its Web site MyGym.com, e-mail communications and print campaigns.

My Gym Children's Fitness Center combines the innovative, early physical education/pre-gymnastics classes with state-of-the-art facilities to help the children of ages from 6 weeks to 13 years in acquiring skills, confidence, and positive self-image needed for any healthy young adult. Its noncompetitive and structured fitness classes help to enhance children's overall physical and mental development through games, music, exercise, sports, gymnastics, puppets, special rides and fun.

Carolyn John is a Contributor to TMCnet. To read more of her articles, please [columnist page](#).

Edited by [Alice Straight](#)

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