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FOR IMMEDIATE RELEASE

**Parents of Toddlers Who Have No Time to Exercise
Now Can Get Fit Playing at Home With Their Kids
With Fitness Expert's New KidLifting Workout Video**

SAN JOSE, CA (May 24, 2007) – Busy parents stretched in every direction find it harder than ever to carve out the time to stay in shape. Who has time to work out when it's challenging enough to make time to play with the kids? A new workout video solves this conundrum through exercises where a parent lifts their toddler in a professionally designed circuit of strength training moves. Needing no special equipment, suitable for either indoors or the backyard, KidLifting (www.kidlifting.com) integrates exercise with play, setting the stage for the child to become fit and healthy as well.

"With so many kids growing up glued to their seats in front of computers, video games and TV, it's no wonder that the CDC National Center for Health Statistics shows a dramatic increase in childhood obesity," says Maren Sederquist, MES, CSCS, CPT, a Silicon Valley-based fitness expert and KidLifting creator. "To make sure children grow up with healthy habits, parents need to make exercise part of kids' daily life even before they can walk."

The KidLifting workout for parents and toddlers, the first in a series, does not require playground equipment, weights, a yoga mat or driving to a gym – just the parent and a child between the ages of 1 and 3. The 15-minute circuit produces a whole-body strength and aerobic workout and can be repeated if a longer fitness routine is desired. Included in the video are instructions by Sederquist, a Medical Exercise Specialist, on how to lift a child without hurting one's back – and lift the child's self-esteem at the same time.

The owner of HealthFIT, a personal training business serving Silicon Valley, California, Sederquist is also a Certified Personal Trainer and Certified Strength and Conditioning Specialist. She developed KidLifting as a way to exercise with her two young children and be a good influence on them, and to teach other parents how they can do the same.

The KidLifting for Parents and Toddlers DVD has a rock and roll nursery rhyme soundtrack and costs \$19.95 plus shipping and can be ordered through the web site www.kidlifting.com or by calling 1-877-LIFT-KID (1-877-543-8543), toll-free.

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