

Press Release: Ballygowan / Energy Fitness

Ref:

Ballygowan Gets Energy Boost!

Ballygowan, Pure Irish Water, has recently signed a sponsorship deal with Energy Fitness, an organisation which aims to promote health and fitness to young people in schools.

The Ballygowan Energy Fitness team will be touring schools across the province reinstating the fun into health and fitness days by using loud music and dance moves to encourage movement and participation.

Freddy Kinnersley, Events Co-ordinator for Energy Fitness says:

"Inactivity is an increasing problem in today's youth as more time is spent watching TV and playing computer games, our aim is to show how much more fun can be had with physical activity. We use music from Will Smith to Basement Jaxx and even Bob the Builder for the younger ones - it really gets them going and everyone, even the teachers, leave with a big smile on their face. With Ballygowan coming on board we can extend this to more schools and encourage the fact that drinking plenty of water is extremely good for you while exercising."

The Ballygowan, Energy Fitness programme also provides schools with the chance to fundraise, either for the school or indeed a designated charity by providing sponsorship forms to take part in a sponsored Health and Fitness challenge.

"We're delighted with the association between Ballygowan and Energy Fitness, it's vitally important in a world where young people are becoming increasingly less active, that exercise and a healthy lifestyle is encouraged and made not seem like a chore, but as a entertainment and fun. The Ballygowan Energy Fitness programme also allows us to educate in the importance of drinking plenty of Ballygowan water to replace fluid lost through sweat is vitally important, or dehydration will occur."

Siobhan McCarney, Trace Marketing Executive, C&C

Issued on behalf of Cantrell & Cochrane

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