

LazyTown creator in 'bible' plan

By Nicola Hyde

THE man credited with finally making kids' fitness trendy is planning to launch a 'bible' to offer schools inspiration to get kids active and moving.

Magnus Scheving – the creator of the global LazyTown TV phenomenon – is working with training company FitKid to draw up a package that will offer teachers and coaches an insight into the lessons learned in the 20 years he has spent developing the show.

The show – broadcast in over 100 countries – sees super-hero Sportacus push LazyTown residents to get active. It has so far spawned a chart-topping single and live-stage show – and now Magnus is working with FitKid to launch a 60-minute themed fitness session.

In a rare interview, Magnus told Future Fitness: "I don't believe that kids should exercise. They should do it through play but it is how you do it that is important. You need to give them games to play in a safe environment and figure out how to make them move. We are now working on a bible, a package that I hope is ready by 2010 that will

give people ideas."

LazyTown sessions will incorporate the music and dances in the show along with equipment such as parachutes, space hoppers and balls. But to Magnus, the challenge is coming up with the ideas that got the kids to start moving in the first place.

He said: "Like our Bing Bang song, there is set choreography but we can incorporate games in there where the children have to spell out the words by doing different exercises, flying around like a bee for the letter 'V', running through a circuit to pick up the letters. There are lots of ideas you can use. We have to make schools like a LazyTown theme park – the children would not be standing in line they would be jumping or doing something while waiting.

"An idea like LazyTown is one per cent genius and 99 per cent hard work and the most important thing I would say is that you have to be organised. I did an enormous amount of homework before I even started. I visited 50 countries, spoke to 500,000 kids and parents and a made sure I spoke to at least five to 50,000 kids a month."



Magnus Scheving takes the lead role in LazyTown as Sportacus. He is in the UK piloting a new franchise of kids' fitness classes and has just returned from a telethon in Mexico which was broadcast to 50million people.

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