

OVER 60% OF PARENTS SEE TECHNOLOGY AS KEY TO SLIMMING DOWN THEIR CHUBBY KIDS

Submitted by: 10 Yetis PR and Marketing

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In the run up to Christmas, record numbers of 'WiiFit' have been sold to parents; particularly mums, hoping to influence their child to exercise, according to sale and research stats by a leading entertainment retail site.

Tens of thousands of British children will be waking up on Christmas morning to the videogame their worried parents hope will inspire them to get fitter, according to research by a leading entertainment site (<http://www.swoopo.co.uk>).

After seeing a record rise in 'WiiFit' sales and searches, and parallel to reports suggesting that consumers are buying for Christmas much earlier this year, Swoopo (<http://www.swoopo.co.uk>) decided to research the reason WiiFit was outselling all of their other products in the early run-up to the festive season by nearly 2-1.

Research of 1,253 people has found that nearly two thirds of British parents (61%) are worried about their children's weight and fitness. 34% said they 'actively try to encourage' their child to exercise for health and fitness reasons.

When asked 'Do you think video games encouraging your children to exercise are beneficial?' 86% responded positively.

Mums were more worried about their children's health than dads (67%-55%), which correlates with the sales stats that show females are buying more WiiFit copies than males.

Nigel Whiteoak, Country Manager of Swoopo.co.uk (<http://www.swoopo.co.uk>) had the following to say,

"With Christmas looming and obesity so prevalent in society, it makes perfect sense for parents to be influencing their children to exercise in as fun and involving way as possible.

"The popularity of WiiFit and the Wii console in general never ceases to amaze us, but sales have increased much more noticeably in the past month and our research sheds light on the potential reason behind it. Kids across the UK look set to be gaming their way to fitness this Christmas thanks to their mums!"

Swoopo auctions tens of thousands of products per month and has over a million registered users worldwide.

ENDS

For more information or to set up interviews with Nigel Whiteoak, UK manager of Swoopo, please call Andy, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk/public-relations/>), on 01452 348211 or email andy@10yetis.co.uk

EDITORS NOTES:

Swoopo as Telebid has been featured in the Daily Express, The Guardian, The Metro, GMTV and more.

Swoopo is an international platform, running across five countries: the US, the UK, Germany, Austria and Spain.

10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) Journalist Quiz

Unbranded, so you can pass it off as a present, prize for the first person to send the correct answer to Andy@10yetis.co.uk

Q: Which is the odd one out from the following: Goldfinger, Diamonds are Forever, Moonraker, Octopussy