

Reima Kidventure Breakfast - 17th October

Submitted by: Spring PR (Malmesbury)

Wednesday, 4 October 2017

Thanks to the initiative of one school pupil, and the technological ambition of Finnish outdoor brand Reima, a school in mid-Wales has watched its pupils' activity soar up to four hours a day - quadrupling WHO targets for recommended activity levels.

The full results will be revealed at a media breakfast where you will also hear from influential children's health speakers.

When? Tuesday 17th October at 8:45 am until 10:00 am

Where? Snow + Rock, Mercer Street, London

What?

- Hear from Dr Stephen Mann, research director of UKActive and Andrew Denton of It's Great Out There Coalition as to why embracing technology is the key to increasing children's activity rates.
- Find out about a school in Wales that's made a dramatic difference to its pupils health using the ReimaGO simple activity tracker and app.
- Discover why Finland is the perfect destination for an active family holiday.
- Enjoy a delicious Finnish breakfast with Reima and Visit Finland.
- Grab yourself a goodie bag!

Make sure you check out the Reima Kidventure website (<https://www.reima.com/int/kidventure>) and join the Kidventure challenge. You can enter here. (<https://www.reima.com/int/kidventure/join>).

RSVP: Jo at Spring PR via email jo@springpr.com or by telephone 01666 824180 by Friday 13th October