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# Dad of Divas' Reviews

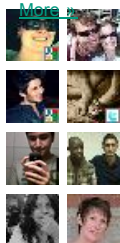
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TUESDAY, JULY 12, 2011

## Childhood Anti-Obesity Program Now Available for Home Use!

One in three American children is obese and those statistics and waistlines are growing.

There are literally thousands of programs designed to help keep youngsters fit and healthy in the fight against this obesity epidemic. However, few programs have scientific proof of their effectiveness. One award-winning, childhood wellness and anti-obesity program, The OrganWise Guys®, has scientific proof it's improving kids health; their weight, waist circumference, blood pressure as well as their academic performance. The curriculum and multi-media based program is currently taught in thousands of schools. Now, the components used in classrooms are available for home use just in time for summer, a period when many youngsters actually gain weight.

The OrganWise Guys' approach is unique. Instead of teaching what not to do, the cute organ-shaped characters explain how they function and how healthy lifestyle choices (or poor ones) affect the organs of the body. All lessons are built around these engaging characters who personify the major organs of the body – **Hardy Heart**, **Peri Stolic (the large intestine)**, **Sir Rebrum (the brain)**, **Madame Muscle**, **The Kidney Brothers** and others. These characters are the nucleus of The OrganWise Guys and empower kids and their parents on “how to be healthy and smart from the inside out.”

The OrganWise Guys, whose effective and motivating messages have positively impacted tens of thousands of students in more than 5,000 schools across 20 states, are introducing a new “at home” section on their website: [http://organwiseguys.com/organwiseguys\\_at\\_home.php](http://organwiseguys.com/organwiseguys_at_home.php)

In addition to The OrganWise Guys' free downloadable videos that can be viewed from your wireless device or computer, you can now shop **The OrganWise Guys “At Home”** for dozens of clever videos, books, dolls, calendars, plush toys and more. These same products used by teachers around the country are now available to parents, children and home educators through an interactive website focused on fun, nutrition and exercise.

"I downloaded the free OrganWise Guys app to my iPad and my kids watch the videos in the car all the time. They were marching around Wal-Mart a few weeks ago singing, Low-fat, high-fiber, lots of water, exercise! And yes, there were people staring!" claimed Chastity, a mom from Alabama.

All products provide hours of educational fun for one child or the whole family, just in time for summer vacation. Because many students have less structured days during summer

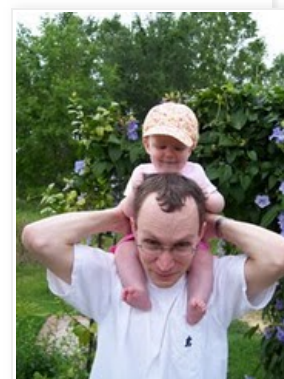
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Chris

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The owner(s) of

vacation, statistically many children gain weight over the summer break.

"How to be healthy and smart from the inside out" is what our interactive, engaging and ever-popular OrganWise Guys website [www.organwiseguys.com](http://www.organwiseguys.com) and products are all about," said Dr. Michelle Lombardo, founder of The OrganWise Guys. "Our innovative content and activities encourage eating well and being physically active.

"The OrganWise Guys' sole purpose is to empower children (and their families) as young as three years old up through their elementary school years," Lombardo added. "Everything we do, from our new interactive website to our school curriculum to our products, is designed to create healthy habits and shape a life long journey of good health, good nutrition and good living."

Today, one third of children in America are considered obese or overweight. The prevalence of obesity among children age six to 11 years increased from 6.5 percent in 1980 to 19.6 percent in 2008.

Fans and friends of The OrganWise Guys can follow its blogs, receive newsletters, and share their thoughts on Facebook and Twitter.

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