

Where Special Needs is Cool
(Affordable too!)



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For Immediate Release

FUN AND FUNCTION ROLLS OUT EXCLUSIVE LINE OF FOAM SCOOTERS TO HELP CHILDREN EXERCISE MORE, INDOORS AND OUTDOORS

Different Shapes and Textures Make it Fun for Children to Strengthen Muscles, Improve Posture, Coordination and Gross Motor Skills

Philadelphia, PA, January 28, 2009 – Making exercise fun is the best way to keep children active, and a new line of scooters rolling out from Fun and Function LLC (www.funandfunction.com) encourages longer play with confidence-building activities. Unlike hard plastic scooters, Fun and Function's new foam scooters provide comfortable support for children who are first learning all the moves as well as for kids who have been around the block many times.

Made of comfortable high-density foam with non-marring rubber casters that swivel 360°, the new scooters are equally safe for gliding indoors and out. They can support up to 160 lbs. and come in a variety of colors and models so riders of various ages and abilities can easily find their favorites:

- Foam Scooter Boards (\$29.99, for ages 3 and up), small (12" x 12") , soft, smooth gliders that can be used in sitting or prone (on the stomach) positions;
- Tummy Scooters (\$44.99, for ages 3 and up), ultra comfortable oversized (17"X14"X2.5") scooters crafted to give plenty of soft but sturdy trunk support;
- Saddle Scooters (\$44.99, for ages 2 to 6), close-to-the-ground, U-shaped scooters (11.4"X6.7"X12.2") that support three riding positions and allow children as young as 2 to ride fearlessly; and
- Tactile Tummy Scooters (\$69.99, for ages 3 and up), featuring a gentle incline and a broad, textured surface (27"x15'x5.5') that offers abundant body support and gives children with lower tone greater awareness of where their bodies are in space.

For multi-child families as well as schools, children's gyms, daycare facilities and therapeutic centers, a discounted Variety Pack featuring all four scooter models is available for \$179.99.

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New Fun and Function Scooters Encourage Exercise, Enhance Confidence and Skills/2

Benefiting from a World in Motion

Scooting on the stomach, or while sitting or kneeling helps children exercise, develop coordination and refine gross motor skills, advises Aviva Weiss, pediatric occupational therapist and founder of Fun and Function. It can also strengthen extremities, improve posture, and provide vestibular stimulation (giving a greater sense of balance and equilibrium). Encouraging these movement-based activities can improve overall attention and function and enhance motor planning (the ability to start, perform and complete a series of movements automatically to achieve a functional outcome), which is often a challenge for children with sensory processing disorder, ADHD, and autism.

“Scooter play is great for all children and can especially help those with a variety of special needs,” says Weiss. “For children with poor lower extremity function and orthopedic conditions, our larger scooters provide increased support and require little or no lower extremity use. For children with hemiplegia (weakness on one side of the body) caused by conditions like CP, they provide welcome support and comfort during therapeutic weight-bearing activities such as propelling forward with upper extremities.”

When Weiss discovered the foam scooters, which were available in several European countries, she knew they would be a big hit in the United States with children, parents and pediatric specialists alike.

“Children will enjoy playing on these high-density foam scooters because they are very comfortable, the wheels swivel in all directions, and they come in a variety of bright colors. Parents and professionals who work with kids will also appreciate their affordability, as well as the fact that their non-marring casters make play indoors or outside equally safe. And therapists are finding the design and texture options let them plan a wide variety of activities to help children progress,” she explains.

The scooters are being praised for their aesthetic appeal, comfort and versatility. Recently, for example, the educational supplement *Building Blocks* called them “the Cadillac of scooter boards.” In addition, Megan Carrick, MOTR/L, a co-founder of AZ & MC Pediatric Therapy in Northfield, Ill., reported, “Our kids love the tactile foam tummy scooter. Other scooters are slippery on top or the plastic is too hard on the children’s shins. These scooters are fantastic and help every child move ahead. The ‘bumps’ give more security and tactile input, empowering kids to propel themselves clear across the room.”

Product details and suggested games and activities are available in Fun and Function’s electronic catalog (catalog.funandfunction.com) and on the company’s website, www.funandfunction.com.

About Fun and Function LLC

Launched in 2005 by pediatric occupational therapist Aviva Weiss and her husband, Haskel, Fun and Function LLC (www.funandfunction.com) offers engaging, durable and functional play and therapy products at affordable prices, including an exclusive line of scooters, magical apparel, weighted compression vests, and portable writing kits. When she recognized that her own infant daughter had sensory processing difficulties, Aviva Weiss was frustrated by the lack of kid-friendly styling and high prices of existing special-needs products. She set out with a passion for eliciting the potential of all children, and began designing products that help kids feel good and achieve their best. Today, the company offers hundreds of innovative products marked by affordability and durability, valued by parents, pediatric therapists and educators. For more information or a free catalog, visit www.funandfunction.com or call 1-800-231-6329.