

FOR IMMEDIATE RELEASE

Ground-Breaking New Program Promotes Physical Fitness and Math

Ithaca, NY – April 22, 2009 – Math and Movement is a ground-breaking new math program that combines physical fitness with learning and practicing math concepts. The program harnesses children’s natural kinesthetic learning style to foster positive feelings and math confidence.

Math and Movement’s creative approach enables children as young as first grade to master multiplication. A pilot study with first graders resulted in a more than 550% increase in the children’s skip counting ability. In less than 18 hours of instruction, the first graders learned multiplication up to ten times ten, as well as the basic concepts of square numbers, square roots, fractions, decimals and percents.

The Math and Movement program is based on research that shows that moving during learning facilitates muscle memory, an important factor with younger children whose abstract thinking skills are not fully developed, as well as research showing that the brain chemical dopamine, released when children are enjoying themselves, enhances learning, retention of knowledge and the transfer of learning.

One parent of a boy who participated in the program was surprised at how quickly he learned multiplication. She says her son “is definitely more confident about his math ability and this confidence has carried over into the second grade.”

According to teacher Margaret Steinacher, “There is a range of math abilities in my classroom. It is hard to find a one-size-fits-all program. Math and Movement is the perfect fit for everyone.”

At a time when almost one out of every three American children are obese, physical fitness has become a matter of national urgency. As U.S. Senator Chris Dobb has said, “All of us—parents, schools, government, employers—need to see the rising childhood obesity rates for what they are: a medical emergency.” Math and Movement promotes physical activity while simultaneously enhancing math skills. The end result: physically fit children and increased math scores.

Contact:

Suzanne Kuntz

Math and Movement

131 Lexington Drive

Ithaca, NY 14850

607-257-2427

mathandmovement.com

###