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HopStic™ SPONSORS NATIONAL NON-PROFIT EVENT AT 2 CALIFORNIA SCHOOLS TO IMPROVE KIDS' HEART HEALTH

Getting kids to exercise is no easy task. Yet a Nyack-based small business is hoping to take the lead by “jumping in” with a nationally recognized not-for-profit organization. Geraldine Tait, CEO of PetitBoo and creator of HopStic™, a US made children’s exercise and jumping game, announced today that PetitBoo / HopStic™ will become a signature sponsor of the American Heart Association’s Jump Rope for Heart Program in 2 schools in California as a beginning of an organic relationship towards kids’ health. “Our intention is to continue throughout the year raising awareness and bring fun to exercise and heart health.” states Tait. Kids deserve a healthy start and daily exercise in a fun format will drive longer-term healthier results for generations to follow.”

About PetitBoo- Founded by Geraldine Tait, a 40-year-old businesswoman and mother of three girls (with two more stepdaughters), PetitBoo believes today’s youth needs to be given the opportunity to enjoy their childhood. “Children must be permitted to fully live and experience each step of their childhood. By keeping their brains engaged and their bodies in shape, we as parents can optimize this critical phase of their development,” Tait states.

Geraldine believes strongly that our task as parents is to help children remain children for as long as they will naturally let us. This should translate through both the games they play and the clothes they wear.

The name “PetitBoo” closely relates to a favorite French term of endearment for children, “Petit Bout (de Chou)” which means literally “cute little piece of cabbage” or “little cutie.”

PetitBoo’s first product is HopStic™, a modern version of Chinese Jump Rope, a classic game played by three or more participants with the goal of performing a specific combination of jumping maneuvers. The game encourages exercise while allowing children to have direct social interaction and fun with their friends. The name “HopStic™” is a whimsical combination of the words “Hop” and “Elastic”.

“I started with HopStic™ because I remembered the hours of fun I had as a child in France playing on the playground and in our neighborhood with my friends. With all the formal play-dates and scheduled activities being set up for them these days I feel kids today are missing out on the freedom and wonder of being a child.”

Website: www.HopStic.com

Press Contact: Geraldine Tait, CEO 81 0-348-2711 geraldine.tait@petitboo.us