

# Sooprkids Fit Pak - New Fitness Fun for Sooprkids

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[/EINPresswire.com/](http://EINPresswire.com/) -- Parents and teachers everywhere are aware of the epidemic of childhood obesity that seems to be sweeping our nation. TJ Wilk, of TJ Wilk Fitness believes he has the answer. As a Certified Personal Trainer, with more than 16 years of experience working with children, he has devised the Sooprkids Fit Pak, a workout system neatly encased in a trolley bag. The system is designed to be fun, and encompasses Fitness, Nutrition, Health Education, [Positive Behavioral Aspects](#). It is intended to be used by children, but parents can also benefit by actively participating in activities with their children. In fact, the system is designed to be fun for the whole family. It includes a set of flash cards to encourage family participation, and a departure from electronic devices. With that said, however, there will be videos of the equipment in use which can be displayed using a variety of mediums.

Although highly qualified to develop a fitness system for youth, TJ Wilk has brought in a team of experts to make sure that the program is safe as well as effective. His team includes a Pediatric Cardiologist, Orthopedic Surgeon and Sports Medicine Physician, Certified Eating Disorder Registered Dietician, and a Dentist. This team has put together a system of creative workout routines that appeal to children's creativity and desire for play. Better yet, the whole thing is kid--- approved. TJ reports that children with whom he has worked using the Sooprkids Fit Pak were enthusiastic and happy with the fun things that are included for them to do. Parents remarked improvement in their children's sleep patterns and their general behavior and attitudes. TJ is also aiming at community-based used of the Fit Paks, and plans to demonstrate them at hospitals, recreation centers, youth sports and after-school programs, places where children can enjoy their Fit Paks together.

The rewards for the Sooprkids Fit Pak [Kickstarter Crowdfunding Campaign](#) are just a little bit unique. They include the following:



- \$250 – an autographed photo of TJ Wilk using a Sooprkids Fit Pak.
- \$500 -- an autographed photo of TJ Wilk using a Sooprkids Fit Pak, and a Sooperkids T---shirt.
- \$1000 - an autographed photo of TJ Wilk using a Sooprkids Fit Pak, one Fit Pak, a T---shirt and a hat.
- \$5000 -- an autographed photo of TJ Wilk using a Sooprkids Fit Pak, one Fit Pak, a T---shirt and a hat, and listing in the credits mention at the end of a Sooprkids video.
- \$10,000 -- an autographed photo of TJ Wilk using a Sooprkids Fit Pak, one Fit Pak, a T---shirt and a hat, and verbal mention of your contribution at the end of a Sooprkids video.

So there you have it: your chance at autographed pictures of a model/fitness trainer and a personal moment of fame, plus a chance to contribute to the struggle to improve the health and happiness of today's youth. There can scarcely be found a worthier cause, or better investment of your hard---earned cash.

Additional marketing strategies, besides taking Sooprkids Fit Paks to community centers where children congregate, include infomercials, word---of---mouth, social media such as Facebook, Twitter and Youtube, new releases through normal television and news outlets and finally TJ Wilk's personal contacts in Hollywood. There will, of course, also be a Sooprkids website, where there will be videos by various medical experts in the areas of fitness, nutrition, and general health. \$40,000 have already been raised for this project, but more is needed. Experts, video creation and even the visits to various facilities all require funding. Your help is needed to bring this system to today's youngsters and their families. It is an excellent way to fight against the epidemic of obesity and sedentary life--- styles that can cause damage to their health and loss of productivity in later years. [Sooprkids encourages children](#) to play live games instead of video.

TJ Wilk says he doesn't foresee a lot of problems with getting this project off the ground. He is well---trained, the product has been tested both by experts in their field and by teams of children – who are probably the more critical audience. The first \$50,000 raise will be used to complete development of the prototype, create the website and create videos. The next \$100,000 will fund production, marketing and sales. The prototype is scheduled to be finished around mid---October in 2014, and full production in early 2015.

About:

TJ Wilk is CEO for SooprKids, a system of simple fitness equipment, videos and general health advice for parents and children. TJ is remarkably qualified to head up the team of experts he has assembled for Sooprkids. He was a college athlete, specializing in swimming and diving, with a full-ride scholarship. He is a fully trained professional trainer, and has worked with children for 16 years. TJ is dedicated to making a better life for youngsters with a simple system they can use at home to improve our kids' overall health and wellness.

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