

## ***XerTrainer boosts Next Generation family memberships***

Next Generation has a six-year history of offering the very best in children's fitness facilities, so it's some testament that the introduction of ZigZag's\* XerTrainer has already impacted on its family memberships.

Malcolm McPhail, Group Health and Fitness Manager for Next Generation Clubs said: "The wall is a unique selling point that appeals to family memberships. We find the clubs that have the wall do have a higher percentage of family memberships. However, the wall will eventually be available in all clubs, so we do expect a further boost to our family memberships."

NG Kids also offers a children's gym fitted with ZigZag Circuit - ZigZag's complete circuit of cardio-vascular and resistance training machines, and a host of other activities including junior tennis, soft play zones, coaching programmes in both sports and arts, swimming lessons and toddler pools. They have outdoor play areas, offer kids holiday activities, a crèche, parties, events and a special children's menu. **So why, you might ask, did they see the need to include ZigZag's XerTrainer?**

"We were introduced to the wall on a business trip to the USA, and it was clear that all the kids were really enjoying themselves - actually proclaiming how much they loved it!" said Malcolm. "We were allowed try out the product ourselves and we loved it too. It seemed like the best way to encourage kids to exercise, as it's just so much fun."

Next Generation uses XerTrainer for specific children's movement and fitness programmes to boost health and fitness. "The movement patterns are particularly beneficial to kids who are late developers," said Malcolm. "And NG Kids members love the fun element too. The wall is definitely one of the favourite activities with the children, due to the variation it offers."

\*ZigZag, a division of PTE Plc, distributes XerTrainer in the UK.