

Fight Against Obesity

America's attention is focusing on obesity in an effort to prevent diabetes and other maladies related to being overweight from undermining the health of our nation. This effort is three-fold: education, nutrition and physical activity. But most of these efforts seem focused on the first two, with less emphasis on establishing up-and-running programs to get exercise. Anti-obesity programs have to offer more regular exercise outlets/programs/games and real play opportunities – not just cerebral understanding and dietary help.

A New Fun Sport People Can Play – Key to Exercise for the Heretofore Non-Athlete

Overweight people and those who have not been physically active may not want to participate in traditional sports where they must compete with peers who have years of training and playing experience. Since ICE SOCCER requires no special skill-set to begin and have fun and can be played at many different intensity levels, ICE SOCCER can be a great motivator for first-time athletes and for recreational players who don't want to compete in or simply don't enjoy traditional sports. For individuals who want to play in a low-intensity mode – just to have fun – ICE SOCCER is ideal for birthday parties, fund-raisers, church outings, mixers, family get-togethers, etc. A new sport gives all participants a level playing field regarding training and expertise.

ICE SOCCER does just that. The innate speed, size and brawn of acknowledged “jocks” meet the leveling factor of an ice surface; this is when balance, coordination, anticipation and positioning kick in as equally important. And this is where the inexperienced, out-of-shape person may find his/her sports calling. The aerobic stamina will come with play and by increasing the intensity of ICE SOCCER games; the fun and exercise of just kicking the Boot'r down the ice and running after it comes in day one.

LEARN MORE by clicking on each of the following links:

- **hear** what TV *Survivors* show participant Lisa Keiffer thinks about ICE SOCCER – unrehearsed and unedited comments immediately following a game
=> <http://icesoccer.com/in-play-videos.html?video=2>
- **read** “What do Players Think about ICE SOCCER”
=> <http://icesoccer.com/pdf/players-thoughts.pdf>
- **learn** “Who Is in the Win-Win Scenario with ICE SOCCER”
=> <http://icesoccer.com/pdf/win-win.pdf>
- **watch** “Video Clips of ICE SOCCER in Play”
=> http://icesoccer.com/ice_soccer_in_play.html

ACTION you can take:

- **Understand** this sport and its many pluses by reading through this web-site
- **Tell** local anti-obesity program organizers about ICE SOCCER
- **Urge** them to partner with local rinks, school systems and community recreation programs to add ICE SOCCER (and other new sports) to their programs

- **Get funding** for start-up of initial play to off-set ice time costs until player fees can be self-supporting
- **Help** avid players form competitive leagues