

Little Champs to debut on SABC 2

A brand new TV show for children, parents and educators will be airing for the first time on SABC 2 on September 6. Little Champs, a co-production between Tube on SABC 2 and Rapid Blue, represents a new direction of children's programming: turning kids into champions themselves as opposed to looking at others to be heroes.

Little Champs is an interactive show sponsored by Rama Goodstart aimed at getting children off the couches and actively participating in a range of fun and exciting exercises. The show is based on a concept developed by the Little Champs Sports Academy, that allows children, up to seven years old, to learn the basics of sport without a competitive element.

The programme teaches children how to balance, catch, throw, kick and play whilst also developing muscles and agility, a taking that message to the classroom and playground. "These elements and good nutrition are the core components required for successful participation in sport," says Little Champs Technical Director Lauren Radomsky, "but we are also giving children a sense of self worth, self love, confidence and communicating positive affirmations to help grow and develop."

In the show, Rama Goodstart is able to offer nutritional advice that is easy to understand. According to Keboneilwe Mosweusweu, Rama Goodstart Brand Manager, "With Little Champs and Rama Goodstart, we are able to get a valuable message to both children and parents. We believe that it is a perfect link between us with Rama Goodstart focusing on the nutritional element of growth and Little Champs on physical education.

The show, comprising of 26 episodes, takes the playground into the living room, where imagination will be used to help viewers complete exercises, making each challenge one that is not only achievable but lots of fun.

On set, the coach, played by Kay Kabilwe, gets her class champions to master the activities while encouraging viewers to their hand at being a Little Champ. Viewers are also encouraged to take the day's lesson and teach it to friends, teachers and families. Radomsky believes that the programme is extremely important to the youth of South Africa as too many children are caught up in watching passive television and lose out on playtime that develops both mind and body.

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