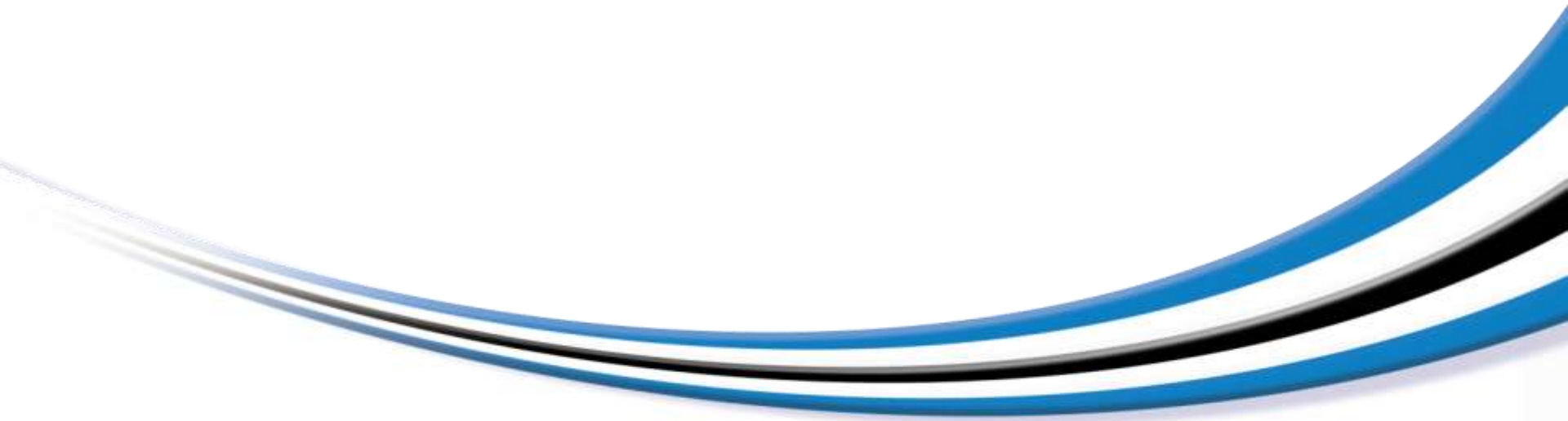


our mission is to
**MOVE THE
WORLD**



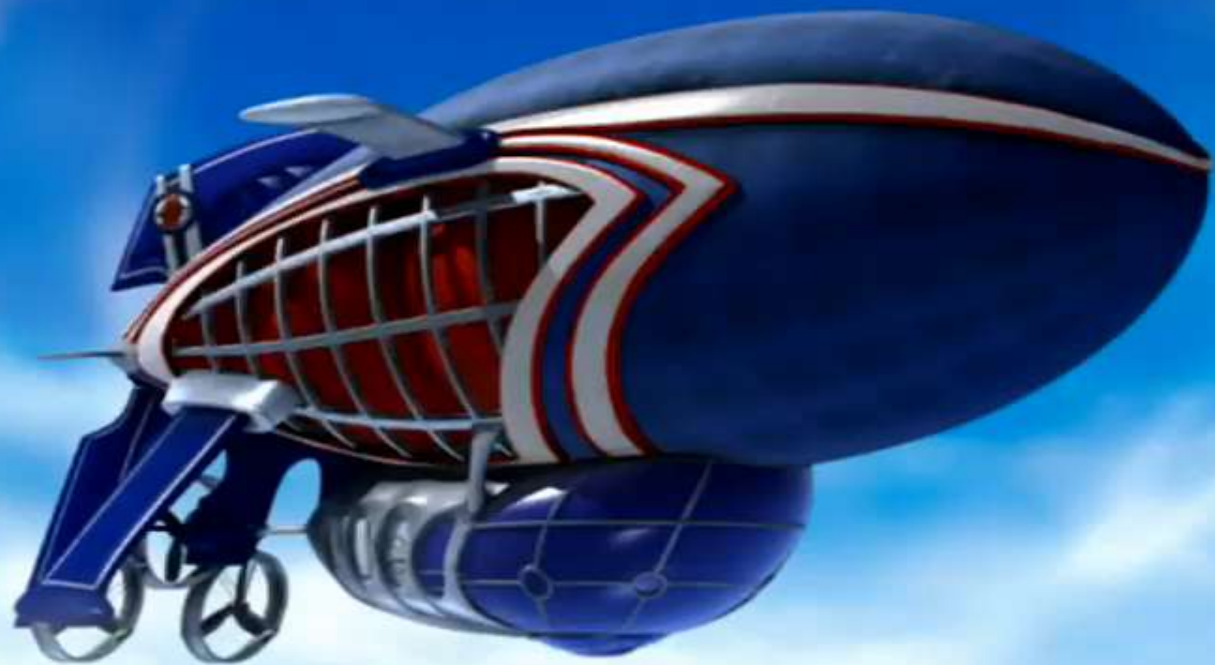
My name is...

Halli Kristinsson

Head of Business dev. & PR
LazyTown Entertainment







**The Only *Global*
Entertainment
Brand *dedicated*
to **Kids Health****





... we realized
19 years ago
that there was ...



...no
Entertainment
BRAND
Dedicated to
KIDS HEALTH



So we went on a...

MISSION



TO
MOVE
kids



TO
MOVE
families



TO
MOVE
the world



Mission to
**Motivate families
to make healthier
lifestyle choices**



how is
IT DONE?



**1% GENIOUS &
99% HARD WORK**



You have to turn...

Healthy choices Into a Game





Fruits & Vegetables





SportsCandy®



To help us, we use...

Visual experience

TV Shows, Digital, Live Shows, Theme Parks, Mall Tours, Meet n' Greet etc

Movement

Sports Activities, Mini Marathons, Cyclathons, Swimming, Games & Play

Sound

Sussssssh...



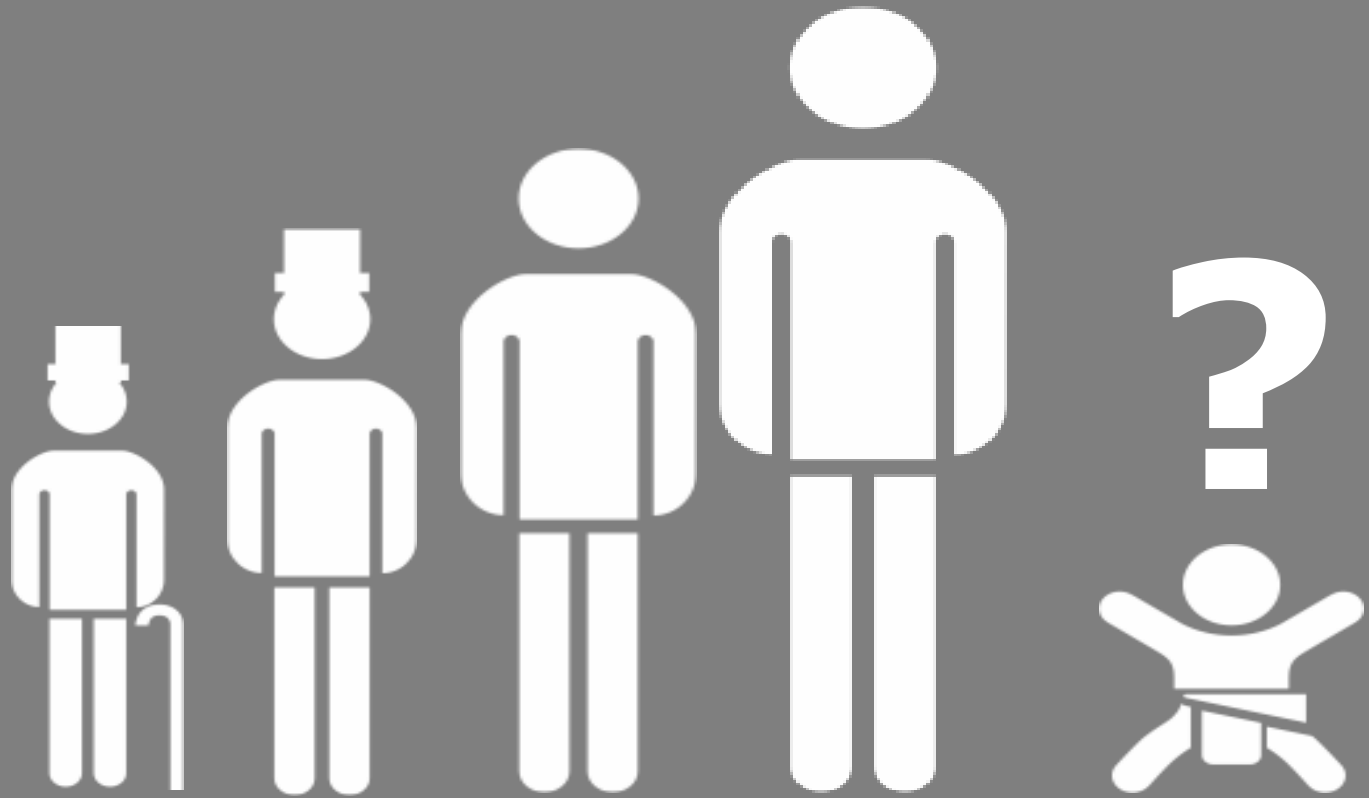
Caution!

It is dangerous to be right at the wrong time...



THE CHALLENGE





...kids are living sicker and dying younger!

WHAT ARE WE UP AGAINST?

KIDS



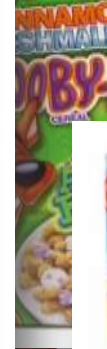
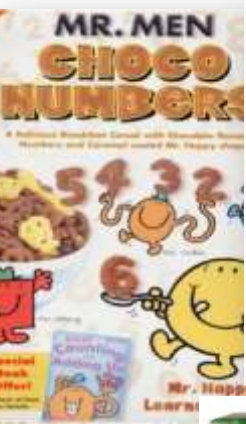
CAREGIVERS



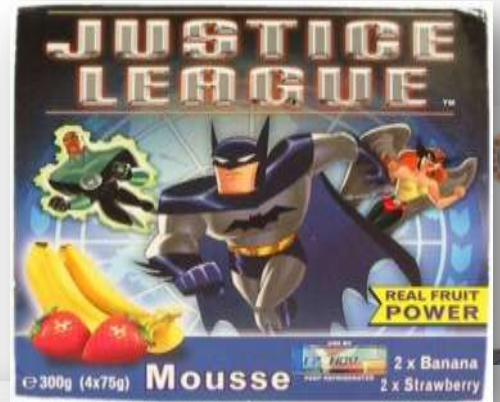
MARKET

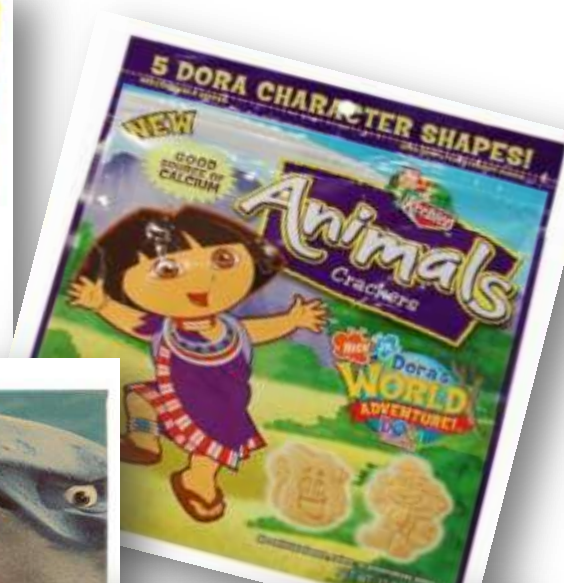












Magnus Scheving

Is man on a mission



***no role model
in healthy
lifestyle
for kids***



The challenge:

*Can **education**
about **healthy**
lifestyle
be **entertaining?***



...so we
CREATED...



**LAZY
TOWN™**



WELCOME TO

TOWN

Sportacus







Stephanie 



Robbie
Rotten

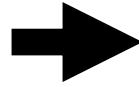
LazyTown
leads by
EXAMPLE





The results...

Kids all over the world are making healthier choices



The results...



The results...



The results...





**LAZY
TOWN**

LazyTown's Worldwide TV Network Carries the Message

500

Million homes

172

Countries

92

HD episodes





Winning Awards



BAFTA
Winner 2006

Edda
2005

Emmy Nominated,
2006-2007

Nordic
Public
Health
Prize,
2004

The Telly
Awards
2006

iParenting
Media Awards 2006

EMIL
2006



Reaching both boys and girls...

as well as
parents!

BOYS
51%

GIRLS
49%

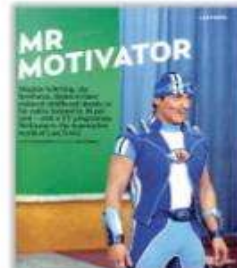
2 to 6 year olds

PARENTS

PR

TIMES MAGAZINE
FINANCIAL TIMES
THE SUNDAY TIMES
NEW YORK TIMES
LA TIMES
THE GUARDIAN
THE ECONOMIST
THE OBSERVER
THE SUN
TIME OUT NY
EL SOL DE MEXICO
...and hundreds more









Innovators

Kiddie Vid. It takes funky, fresh and smart TV to capture young audiences. Here are a few creators who have mastered the secret



No coach gets a better jump. Scheving created the show and stars as superhero Sportacus.

LazyTown
Magnus Scheving, better known as Sportacus, shyly teaches kids that veggies are good and fit is cool

QUICK If your kids are suddenly getting active and eating their veggies, you may have a man from Iceland to thank. Adults know him as Magnus Scheving, 43, the creator of the hit show *LazyTown*. Kids know him as Sportacus, the dynamic star of the show who for four years has been stealthily convincing under-11s around the world that being healthy is fun.



WELCOME TO TOWN
Acrobatic Sportacus and jello-haired Sportacus—the mayor's niece—keep you moving

LazyTown—which has been sold to more than 150 countries—revolves around the residents of the eponymous town, who are constantly being tempted with junk food and vice versa by scoundrel villain Robbie Rotten. In each episode, Scheving, a former aerobic champion, commends to the rescue and outwits the villain with acrobatics and “sports curds”—that’s fruits and vegetables to you. Sportacus is assisted by Stephanie, the mayor’s pet named niece (played by Juliana Rose Maurer), who is determined that the other kids in town stay active.

The healthy-living message is clear—but not too clear. “A boy watching *LazyTown* will think it’s an action show,” says Scheving, “while a girl might think it’s a dance program.” *LazyTown*’s fans also love its mood music. Born in Gardabani, a suburb of Reykjavik, *LazyTown* blends live action, puppetry and cutting-edge CGI backgrounds. Each 25-min. episode costs \$800,000—four times the average budget of a kids’ show. It’s a price that’s well worth paying. “By 2015 there will be more than 700 million obese people worldwide,” says Scheving. In his native Iceland (pop. 300,000) it’s possible to see *LazyTown*’s impact. In 2004 a *Sportacus* themed healthy-eating drive saw sales of fruits and vegetables skyrocket 27%. The country’s surgeon general even credits the show with helping to halt the rise in childhood obesity. “*LazyTown* is the most brilliant tax-saving phenomenon,” Iceland’s President Ólafur Grímsson told TIME. “The chance of these children developing obesity-related disorders—which place a burden on the health system—has been greatly reduced.” *Cookie Monster*, your days are numbered.

—BY TREVINO BATES

OPEN GATEFOLD TO CONTINUE

Photograph for TIME by Ari Wagg

“Cookie Monster,
your days are numbered.”
—TIME Magazine

**LAZY
TOWN**



Televisa



**LAZY
TOWN**



**LAZY
TOWN**





LIVE shows

Over
1.5 million
tickets
sold















AROUND THE WORLD







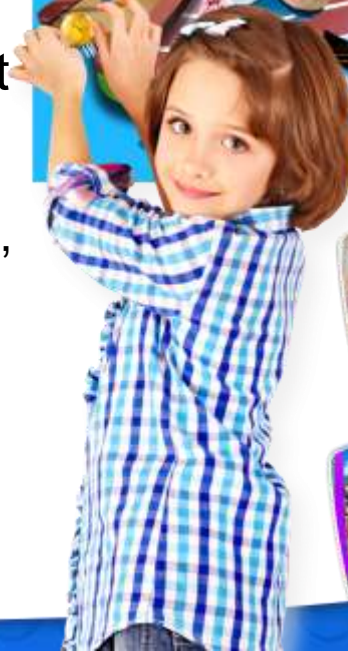


The LazyTown **Motivational** Campaign

The LazyTown Motivational Campaign

The LazyTown Motivational Campaign is about **encouraging good habits at an early age.**

A motivational program for children aged 3-7 years old, the campaign brings the entertainment value of LazyTown into the classroom to help children discover the benefits of **being active, playing sports, and eating SportsCandy**, while building confidence by showing them that **anything is possible.**



Six Months - Six Themes



Let's
Move

Let's Move
Challenge

Let's Move
Sports

Let's Move
Energy

Let's Move
SportsCandy

Let's Move
SuperHeroes

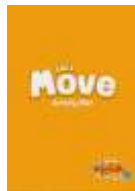
Program Assets

Every program includes:

- ★ Campaign manual, program activity plan, and DVD for teachers
- ★ Poster and sticker rewards for the class
- ★ T-Shirt and diploma for each child.
Additional program assets for each child
- ★ Letter to parents



Activity Plan



Videos

Motivational videos featuring healthy messages and activity routines.



Teacher's Follow Up

Discussion topics to encourage a deeper understanding of the theme.

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.
Week 2	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.
Week 3	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.
Week 4	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.	Video: Healthy Choices Activity: Fruit and Vegetable Tasting Challenge: Eat a rainbow of fruits and vegetables.



Activity Challenges

Games and activities for the class to earn sticker rewards.



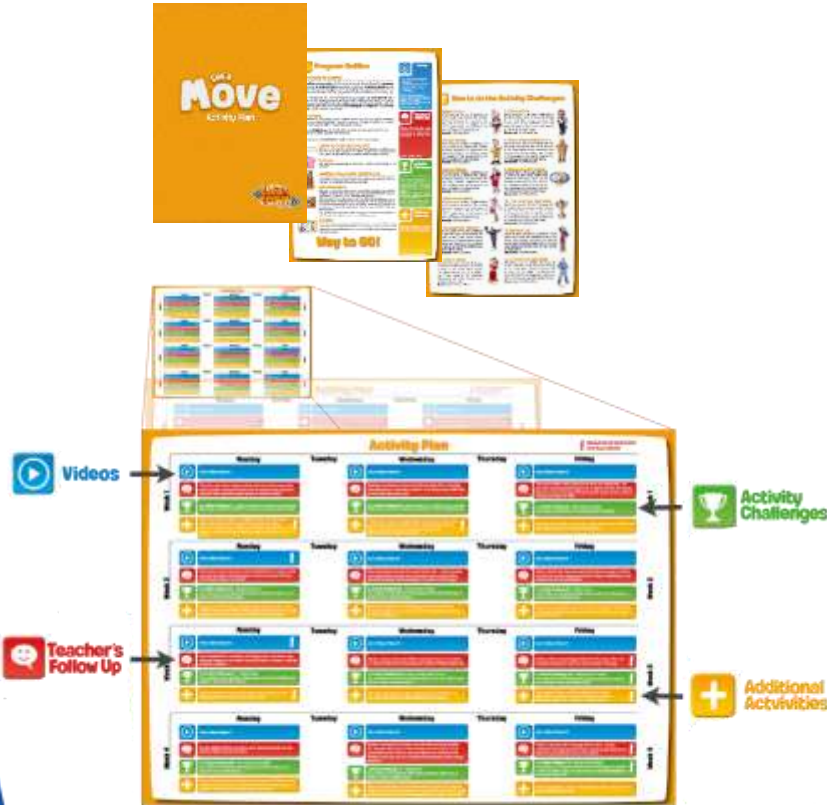
Additional Activities

Optional activities to enrich the program.

Activity Plan

The Activity Plans guide teachers step-by-step through the month and provide a visual overview of the program.

Activities are divided into four categories that are color-coded for easy reference:



Videos
There are four 7-minute videos. Start each day by watching and following along with a video.

**Make sure the class has plenty of room to move.*

Teacher Follow Up
Follow up the video with a class discussion to encourage a deeper understanding of the theme. Follow-up topics for each day are outlined on the Activity Plan.

Activity Challenges
There are 4 activity challenges. These can be done immediately after the follow-up, or later in the day. See instructions for how to do the challenges on the back of this pamphlet.

Additional Activities
Additional activities are optional suggestions to enrich the program. We recommend doing as many of the additional activities as possible.

Teachers will use it, together with the motivational tools, to inspire children to participate.

Let's Move

The MOVE program is dedicated to promoting an active lifestyle.

- ★ Each child gets a Let's Move sticker book and stickers
- ★ The book includes 12 interactive stories that get the class moving to "help" the LazyTownians in the stories
- ★ Stickers are earned for each activity in the book



Nutrition ★ ★ ★ ★ ★
Active ★ ★ ★ ★ ★
Self esteem ★ ★ ★ ★ ★



SuperHero Moves



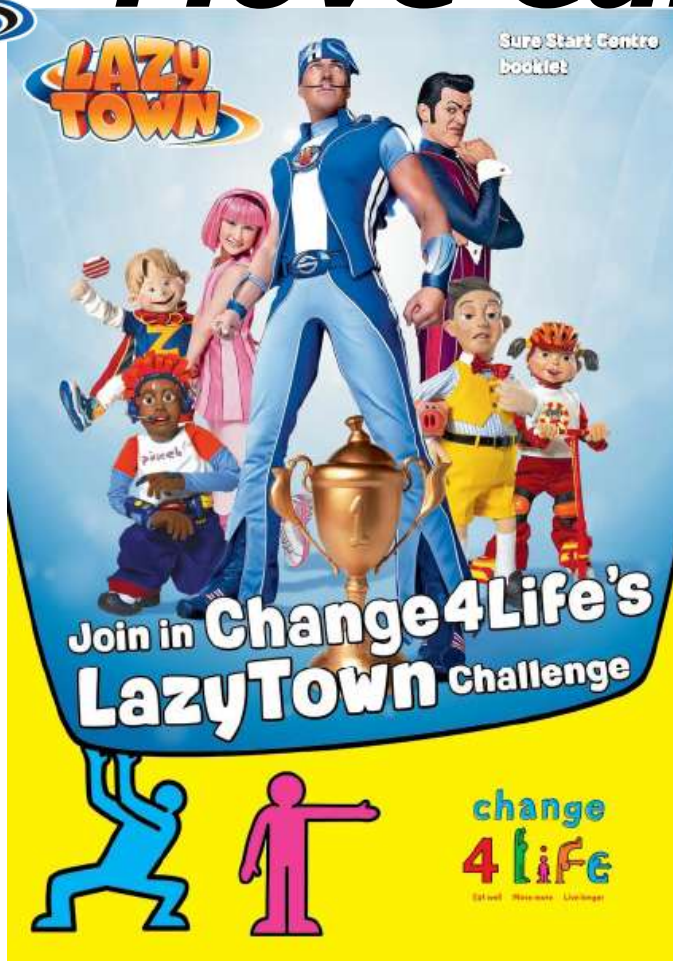


SuperHero moves





Move Campaigns



change
4 life

Eat well

Move more

Live longer





Move Campaigns



Let's Take On A Challenge

The CHALLENGE program is dedicated to increasing self-esteem by setting and achieving goals.

- ★ Each child gets a "Sport-O-Meter" wristband pedometer that measures physical activity as steps
- ★ The goal is to increase activity and the total number of steps each day by setting and reaching different milestones





In Bergen
Norway

Walk to the Moon

24.000 children

enrolled in Walk to the Moon taking a total of

1.8 billion

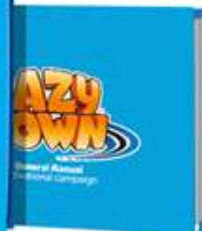
steps in two weeks



Let's Play Sports

The SPORTS program is dedicated to promoting different sports.

- ★ The class is introduced to different sports to try during the program
- ★ The program ends with the Lazy Games, with all children getting bibs and medals for participating



Football



Swimming



Basketball



Marathon



Cycling



Let's Boost Our Energy

The ENERGY program is dedicated to promoting healthy eating.

- ★ Each child gets an Energy Book sticker book and stickers
- ★ Children fill in the book each day during the last 12 days of the program
- ★ Stickers and points are earned for healthy activities

Nutrition ★ ★ ★ ★ ★
Active ★ ★ ★ ★ ★
Self esteem ★ ★ ★ ★ ★





Energy Campaign

The image displays various materials for an "Energy Campaign" (Orkuskipti). At the top left is a spiral-bound notebook with a cartoon superhero character on the cover. Below it is a large grid of food items, each with a "10" energy value. To the right of the grid is a checklist with a "10" energy value. At the bottom right is a small grid of food items, each with a "10" energy value. The checklist on the right lists various items and their energy values, totaling 320.

Item	Energy Value
Grænmeti & ávextir	10
Grænmeti & ávextir	10
Brauð & kornmei	10
Mjólkurvörur	10
Heitur matur	10
Hreyfing	10
Tannhirða	10
Lýsi	10
Vatn	10

Item	Energy Value
Vatn	20
Grænmeti/ávextir	10
Mjólkurvörur	10
Morgunkorn/brauð	10
Heitur matur	10
Vitamin / Nýsi	20
Tannhirða	10
Sælgæti og gos	10
Snerma eð sofa	10
Tilbætt	10
Dagsorka samtals	= 140
Uppsöfnuð orka	+ 180
Orkuhleðsla samtals	= 320



On-Line Version

arn - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address Go Links Snagit

Energy Campaign

Water

Fruit and vegetables

Dairy product

Bread and cereals

Vitamins

Dental

Exercise

Energy Campaign
Hrafnhildur Sara Ásbergisdóttir

< Energy day 1

Energy day 2

Energy day 3 >

Water							+30
Fruit and Vegetables							+30
Dairy products							+20
Bread and cereals							+20
Warm food							+10
Vitamins							+10
Dental hygiene							+10
Candy and soda							-40
Early to bed							+20
Exercise							+110
Clean up							+180
Accumulated energy							+180
Total energy							=290

Save

LOG OUT

SOUND OFF

ENERGY CAMPAIGN

TV

EXERCISE

LAZYTOWN RADIO

PARTNERS

PROGRESS

All days

1	15
2	16
3	17
4	18
5	19
6	20
7	21
8	22
9	23
10	24
11	25
12	26
13	27
14	28

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Tel: (354) 590 1700 | Fax: (354) 590 1771 | [Contact](#)

Internet



Retail





Recognized
Increased fruit &
vegetable sales by:

22%
Scandinavian
Health Awards



Let's Power Up With **SportsCandy**

The SportsCandy program is dedicated to increasing consumption of fruits and vegetables.

- ★ Each child gets a sticker reward every time they bring SportsCandy (fruits and vegetables) to school to have for lunch or snacks
- ★ Together the class fills the SportsCandy Tree poster with stickers during the month





Fill the Tree





Fill the Tree





Fill the Tree



**LAZY
TOWN**

**sports
candy™**





**Increased
Great Stuff**
Fruit & Vegetables

28%

ASDA





...and again

**Increased
Great Stuff**
Fruit & Vegetables

41%

ASDA





SportsCandy







SportsCandy

*Sportacus appeared in
over 60 stores in 30 days*





Goal

To increase sales 3-5%

Increased Sales

29%

Highest export to Mexico in

7 years



Let's Be A SuperHero

The SuperHero program is dedicated to promoting healthy lifestyle choices.

- ★ The program includes the best activities from the other programs
- ★ Each child receives a SuperHero Passport sticker book and stickers
- ★ Stickers and points are earned for healthy activities

Nutrition ★ ★ ★ ★ ★
Active ★ ★ ★ ★ ★
Self esteem ★ ★ ★ ★ ★



Video Assets

Segments can also be used as stand-alone spots:

- ★ 24 x Sportacus Message - approx. 30 sec. each clip
- ★ 14 x Stephanie Dance Moves - approx. 3 min. each clip
- ★ 13 x Sportacus Challenge - approx. 30 sec. each clip
- ★ 24 x Ziggy's Story - approx. 30 sec. each clip
- ★ 15 x Sportacus SuperHero Moves - approx. 1 min. each clip





The LazyTown **Motivational** Campaign

...but now

WE are **right at the right time...**



Governments are now seeking advice...

How to turn health into a game



UNITED KINGDOM

David Cameron, United Kingdom



COLOMBIA

Health Minister of Colombia



GERMANY

Minister of Health and 5 a Day





ITALY

*Vice President –
Carlo Giovanardi*



MEXICO

President of Mexico – Felipe Calderon



SPAIN

Prince of Spain – Felipe de Borbón





CHILE

Campaign with the First Lady





NOW IN THE USA!

Launch of Lets Move With First Lady Obama





NOW IN THE USA!

Launch of Lets Move With First Lady Obama





NOW IN THE USA!

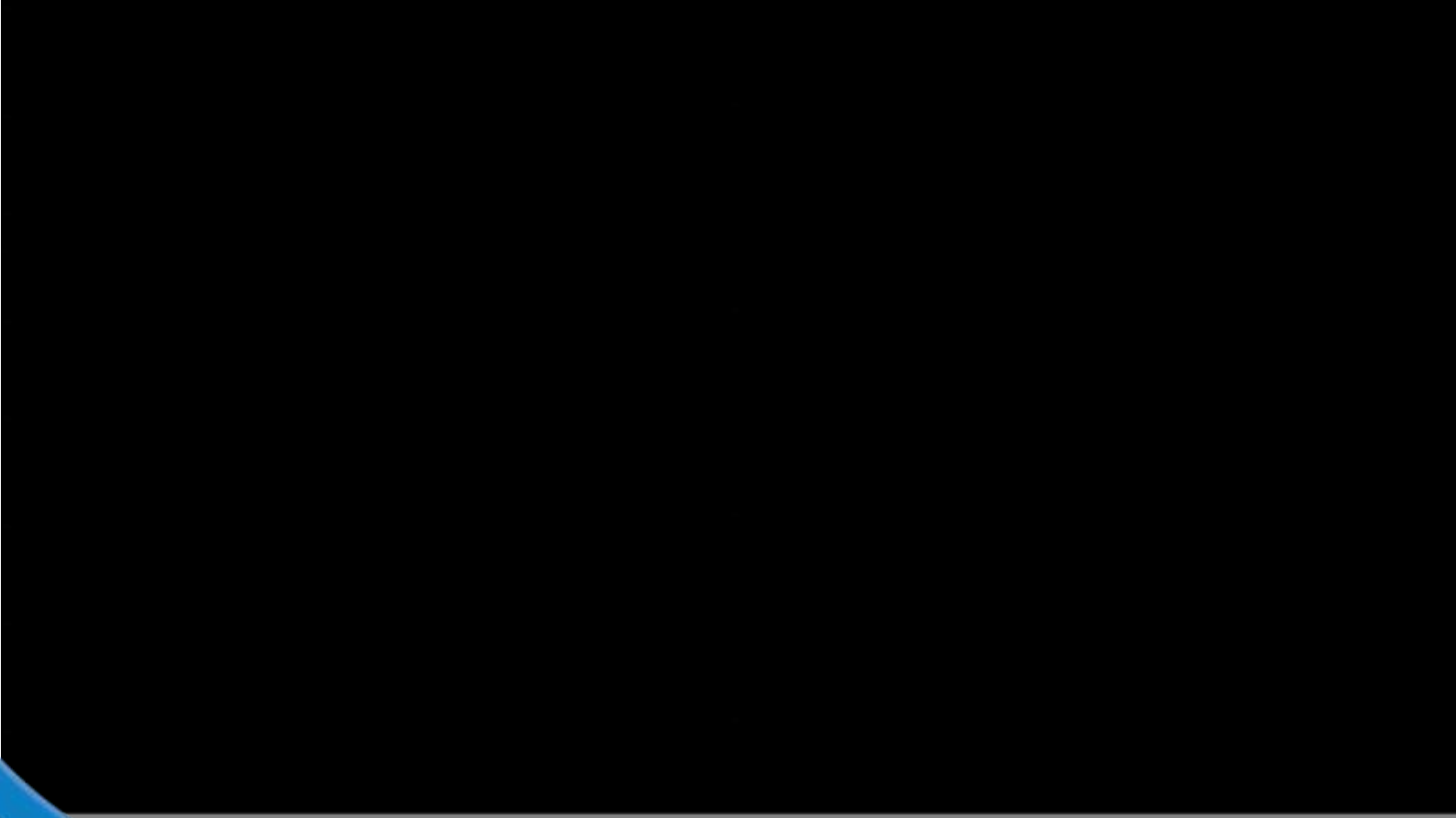
Launch of Lets Move With First Lady Obama





LETS MOVE TOGETHER

Now-We-Move week...





IT WORKS!!

Denver, Colorado, USA last week!





Contact: halli@lazytown.com

Thank You!

