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GORILLA GYM CO-FOUNDER TO ACADEMY
Gorilla Gym Co-Founder to Speak about the importance and challenges of exercise on Early Childhood Development and Obesity

“Exploring the Link between Exercise and Childhood Development & Obesity”

Kiril Alexandrov, Gorilla Gym Co-Founder, brings forth the latest scientific research and facts on the importance of Exercise and Active Play.

Attending ASTRA Retailers will learn actionable takeaways to educate and engage their shoppers to purchase the most relevant Active Play Toys.

Session is Sunday, June 25 • 2:15–3:15pm • Room 201B • Pennsylvania Convention Center

Philadelphia, PA (June 7, 2017)—Kiril Alexandrov, Co-Founder of [Gorilla Gym](#), the world’s smallest and most versatile home gym, will deliver an actionable address at [ASTRA’s 2017 Marketplace & Academy](#). Alexandrov’s in-depth discussion titled [Exploring the Link between Exercise and Childhood Development](#) and Obesity, is scheduled for Sunday, June 25 from 2:15–3:15pm in room 201B at the Pennsylvania Convention Center.

ASTRA’s Marketplace & Academy is set to take place in Philadelphia’s Pennsylvania Convention Center, June 25–28, 2017. This year’s marketplace theme is Mighty Together: Inspired by the Power of Play.

With that theme in mind, Alexandrov will delve into how physical play equally impacts a child’s mental and physical development. He will address the importance of exercise on a level that hasn’t been discussed before using bite-sized, scientific facts. The goal is help ASTRA retailers in attendance educate and engage shoppers so they can understand which toys are most important and relevant at what stage in their child’s life. Active play toys for example can help combat bullying, help regulate a child’s weight, and help improve a child’s mental development and academic performance, according to numerous new studies and sources.

“We are facing the troubling trend of rising childhood obesity and all its associated problems ranging from the negative impact on a child’s mental and physical health as well as becoming a target for bullying,” says Kiril Alexandrov, Co-Founder of [Gorilla Gym](#). “Yet there is one very simple way to help solve the problem and that is exercise. At Gorilla Gym, we plan to help retailers help the kids in their community get more active. Retailers will leave this information session, as well as this year’s ASTRA Marketplace & Academy, with the tools they need to help their business and their community.”

Here are some especially important findings, which will be discussed during Alexandrov’s presentation:

- Brain imagining research has shown that iPads, smartphones, and video games can affect the brain the same way that cocaine or opiates can.

- A 2013 policy statement by the American Academy of Pediatrics reported that 1 in 3 kids use smartphones before they can talk.
- Kids who are obese are 65% more likely to be bullied than their normal-weight peers exactly for their weight, they in turn are also more likely to become bullies themselves.
- Less than 9% of high school students met the 60+ minutes of moderate to vigorous physical activity suggested for that age group.
- Physical activity develops and strengthens motor skills. This can lead to better academic performance.

During the concise, one-hour talk, Alexandrov will offer many actionable takeaways for retailers. He will address how retailers can impart these findings to their shoppers, which can translate into sales while benefitting children in their community.

For more information, visit Gorilla-Gym.com.

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About Gorilla Gym

With rapid growth for consecutive years, Velex Corporation dba Gorilla Gym is one of the hottest consumer products companies in the Kids and Adult indoor fitness arena. Created by two Harvard graduates for their own kids, Gorilla Gym is helping parents tackle the growing child obesity epidemic by offering a versatile, action-packed product loved by children, which replaces screen time with active playtime. Within three years, Velex Corporation has grown from its successful crowd-funding beginning, scaled e-commerce sales of its patented home exercise system domestically, and is currently in the early stages of international and retail expansion.

About ASTRA

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers, and sales representations of the specialty toy industry. The Marketplace & Academy is a four-day trade show and education conference featuring industry leaders and hands-on product demonstrations.

Visit ASTRAtoy.org for more information.

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