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PRESS RELEASE - FOR IMMEDIATE RELEASE

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Interactive DVD Grapples with Junior Judo

Multimedia production company, Interactive Sport (www.interactive-sports.com), is releasing a very 21st century teaching aid for children learning the ancient Japanese art of judo. The debut [UK]* release for the company, 'Learn Judo with the Gokyo Gang' is an interactive CGI training DVD designed specifically to keep young judo practitioners motivated and entertained between coaching and practice sessions.

The DVD is a new concept in interactive and instructional training for children's sports. With judo, in particular, the products currently on the market are compilations of adults performing advanced techniques, ideal for experienced judo aficionados but confusing and intimidating for children new to the sport.

In contrast, 'Learn Judo with the Gokyo Gang' combines friendly 3D animated characters, live video and selectable camera angles, so that children can see a technique from all directions – something they cannot do in class.

Interactive Sport co-founder and professional judo instructor, Steve Hutton, explains: "I've taught judo to thousands of children over the last 10 years but unfortunately the dropout rate is very high. If they're only attending a short weekly lesson, in a big mixed ability group, it's easy to see why kids lose interest and become de-motivated. And the products currently on the market simply aren't suitable for, say, a seven year old beginner."

The DVD set is broken into six sections, with each disk tailored towards the knowledge needed to achieve a specific belt grade. The programme helps children learn and understand the Japanese terminology used in judo, and the DVD's easy to understand menus and navigation are designed with children in mind.

Steve Hutton adds: "Our DVD isn't designed to replace hands on coaching – it's not 'teach yourself judo'. But it will help kids maintain interest in the sport and advance quickly, and it's great fun too!"

Judo has been heralded by the British Judo Association as the ideal sport for inner city kids, giving

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them a focused and legitimate physical outlet for aggression. The sport is credited with improving strength, flexibility, balance and coordination, as well as developing discipline, respect, confidence and mental control.

The only martial art discipline recognised as an Olympic sport, judo has received £10.2 million from Sport England for grass-roots development over the next four years. Interactive Sport's DVD will complement the training provided through the judo club network.

Nicola Fairbrother, MBE – 1992 Olympic silver medallist and 1993 Judo World Champion – says: "It's an achievement to break down judo moves in a technically correct way that's also good fun for kids. These DVDs are a great enhancement to instruction and a way of motivating youngsters, and they're highly recommended."

More information and a video trailer can be found on You Tube at:

<http://www.youtube.com/watch?v=ICU8SbHHAd4>

Ends

Notes for editors

Formed in 2009, Interactive Sport has its UK and European office in Basingstoke, Hampshire, and Americas office in California. The offices share DVD production and product distribution to their respective markets. The company provides direct sales to end users via its website and wholesale distribution to judo clubs and retail outlets. In addition to DVDs it also provides a range of high quality custom judo suits.

Co-founder Steve Hutton is a full time judo coach, Black Belt 1st Dan, level 3 senior coach, instructing 400 - 500 young students weekly.

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Supporting Press Images (hi res versions are available for download)



3D Characters



3D Characters



Interactive Sport Logo



Main Menu Screen



Lesson Menu



Terminology



DVD



Nicola Fairbrother - MBE



Steve Hutton