

# ACTION AMANDA

## The Children's Champion

### Amanda Frolich

Amanda Frolich is an award-winning children's entertainer and CEO of Amanda's Action Club, an innovative physical development concept teaching children and their parents how to be active and healthy from an early age.

Through classes, events, music and campaigns, Amanda's mission is to educate families, caregivers, teachers and policy makers that an active body equals a healthy mind and that now, more than ever, physical activity must become a priority in the early years.

In 2020, Amanda was invited to become a Children's First Champion in Parliament, encouraging policymakers to put children first at the heart of all decision making. She previously worked as a children's fitness consultant on the government's Change4Life programme and was selected to run classes, events and training for Sure Start.

### Action Amanda

Amanda may be serious about her mission, but her personality is anything but. She's dynamic, inspirational and effervescent which is why she resonates so well with children and the media. Her charismatic approach has seen her hand-picked to open the annual GOSH Christmas Party and warm up thousands of runners ahead of the annual Battersea Fun Run. It's also earned her an A-list celebrity following. She counts Brad and Angelina, Take That's Mark Owen, David and Victoria Beckham, Declan Donnelly, Amanda Holden and Peter Jones among thousands of satisfied clients.

### Amanda's Action Club

Amanda has been running classes across London and the south-east for the past thirty years – constantly updating her offering to keep it fresh and relevant. Action Club sessions are mini workouts for children aged 4 months to 4 years. Using innovative props and her own professionally produced music, Amanda educates and engages children and their parents in her own unique way. Amanda also works with early years providers, policymakers and charities across the world to ensure her healthy start proposition reaches the widest possible audience.

*"We all worry about whether our children are exercising enough. If children are to become healthy adults, it's vital we teach them the benefits of being active and looking after their bodies and minds at the earliest opportunity. As adults we need to inspire, but also allow children to be children – to show free expression, dance, sing and let off steam in their own way and at their own pace. There is no 'one size fits all' approach."*



## Amanda's Music

Amanda believes passionately that children move better to music and it's always been a key part of her offering. Not satisfied with standard songs and nursery rhymes, Amanda has worked with high profile artists and producers to create her own unique playlists. Big Songs For Little Ones (And Grown Ups Too) won wide acclaim as it offered something different – music for children made with adult production values and a playlist that was ahead of its time. Fun, Fitness and Music and the Action Club album combine the genius of composer Andrew McCrorie-Shand with legendary Simple Minds producer Jez Coad and The Beautiful South's Alison Wheeler on lead vocals. Amanda is now working on songs to teach children about health and self-care. Wash Your Hands was released in 2020 to help children learn the importance of good hand hygiene in the coronavirus pandemic and was featured on BBC Breakfast.

## Amanda at Home & Preschool App

Amanda's main aim is to get her message out to as many families as she can. She's travelled the world teaching her unique concept but recognises that she can only be in one place at a time. That's why she's launching a new version of her app - Action Amanda at Home & Preschool. She wants parents, caregivers and early years providers to take her with them wherever they go. Through the app she'll provide the inspiration, confidence and resources to make physical activity, health and wellbeing more of a focus in their daily lives. The app will offer daily activities and Action Club sessions along with music playlists for screen-free action.

## Amanda's Mission - The Time Is Now

Amanda has always been passionate about getting children active but in her mind her mission has never been so critical. Even before the pandemic, Britain had one of the highest child obesity rates in Western Europe, with one in five children aged 10 or 11 being obese. Obese children are much more likely to become obese adults, causing significant health risks. Lockdown life is only making the situation worse.

*"Bold action is needed, and it's needed right now. We need a co-ordinated approach to tackle this issue. The situation was bad before, really bad, but lockdown and online learning have seen more children than ever before living sedentary lifestyles. Simple pleasures like playing football in the street or going to the park have become something to be feared, grassroots sports and after school activities have been put on hold and all of this adds up to a huge and devastating problem that absolutely MUST be addressed NOW. Everyone needs to do their bit to educate future generations about the power of movement and the huge health benefits it brings."*

## Testimonials

*"My kids have always been amazed by Action Amanda, not only by her positive energy and engaging classes but by the way she incorporates healthy behaviour in her songs and actions. My seven-year-old is always telling me she needs water to "hydrate" and that her muscles are "mighty". It's all thanks to Action Amanda - we absolutely LOVE her." Nilux, London*

*"As soon as I met Amanda I was inspired by her energy and enthusiasm, and how she communicates that to children." Ivor Novello nominated composer, Andrew McCrorie-Shand*

*"The teaching by Action Amanda is so crucial. Her approach to energetic physical activity is not only important for children, but also the teachers and caregivers she works with." Dr Sue Allingham, Early Years Consultant*



## For more information

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