

PRESS INFORMATION



KiwiDo – Let's fly!

Originally, the Maori, the natives of New Zealand, came up with the basic idea of KiwiDo. When playing „Poi“ they rhythmically and powerfully swing balls made of plant leaves through the air. Until today, the women add special emphasis to their dances with Poi while the men and warriors in the old days used it to train their wrists, arms and shoulders.

The Swiss company ACTIVE PEOPLE, specialising in motion and skill toys, adopted the idea and turned it into an elegant, modern toy made of high-quality materials and colourful ripstop tails – known as KiwiDo. The soft body with interchangeable tails is swung rhythmically in front of, next to, behind and above one's body while the ribbons generate an intensive swoosh.

Beginners learn first swing movements and start developing their individual style in no time. Furthermore, ACTIVE PEOPLE offers didactic help via video. For advanced player there are always new challenges when performing complex swing routines, combined or in opposite directions. ACTIVE PEOPLE also provides a darklight version for breath-taking effects under UV-light.

Great exercise and pure aesthetics

Body and circulation are stimulated and soon the player feels fresh and more alert. KiwiDo demands, teaches and strengthens coordination, patience and endurance. A constantly growing order has to be established in the chaos of hands and ribbons – this asks for a lot of concentration when coordinating both hands. Up to the seventh year the movements of our right and left arm are more or less the same. But when growing older motion control of the right arm becomes more accurate for right handers while the left hand side is being neglected – with extensive effects on brain and motor functions. KiwiDo positively influences the left and right hand side coordination and therefore is used more and more at schools, for sports and in therapy.

With KiwiDo ACTIVE PEOPLE sets another example for clever games that sensibly and attractively combine exercise and aesthetics.

Cute kids version

Even young kids are fascinated by KiwiDo, so it was obvious to create a junior version. MikiDo was made for preschoolers: It has shorter ribbons and tails, the weight of the body was adjusted to the age group.



Especially their fast success is a great motivation for the small players. They easily learn how to let MikiDo dance in front of the body, at the side or above the head. They also love to throw MikiDo high up in the air just like small comets. ACTIVE PEOPLE designed six cute characters for MikiDo thus every child can choose his favourite.

For further information as well as a short video and a list of traders just click www.activepeople.com .



The small Swiss company ACTIVE PEOPLE is specialising in creating and producing cutting-edge motion and skill toys and games. Founded in 1984, it helped classics such as yo-yo and juggling to fresh popularity. With Bilibo, Astrojax and Sakol René Küng and Alex Hochstrasser, the creatives, entered virgin soil thus setting trends in the toy sector. Innovations 2005 include - apart from a visionary yo-yo line – the ball-in-ball concept „Babal“ and „Boing“, a novel flashing ball not only for juggling. High-quality materials as well as clear and simple designs characterise the products which have been awarded international design prizes more than once. The secret of success: Procure freedom without definite rules and instruction manuals so the player can develop the game and himself, add own ideas and create his individual game. In the meantime ACTIVE PEOPLE expanded into more than 50 countries world-wide. Further information can be found at

www.activepeople.com

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