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## Monopoly on energy

Joanna Davies | 29th September 2010

Kids 'board' with exercise? Definitely, says this group of Macleans College students. Joanna Davies finds out more.

Denny Zhang starts a round of push-ups. Jessica Blackmore practises yoga poses.

The 16-year-old Macleans College students aren't sweating it out at the gym, they're being inventive with a new board game they've devised with seven other students.

"Zenergy is a game for primary school kids to show them exercise can be fun," says Jessica.

"To win the game, children progress around the board towards the Zenergy cup by picking up a card and helping a character solve a problem by doing an exercise or answering a question on nutrition."

The players help the game's main characters - Phoebe the flamingo, Leroy the lion, Bentley the bear and Miranda the monkey - to move across the board, designed in its entirety by the Macleans team.

Jessica says they have already started marketing their game at local primary schools around Bucklands Beach and Howick. "It is getting a lot of interest because teachers can use it in class, and we've been approached by an educational provider about selling it."

It's a good result for a group that is competing in the Lion Foundation Young Enterprise Scheme, a regional and national school competition in which groups of students form businesses and create products.



Jessica Blackmore and Denny Zhang get active with the board game Zenergy. GARRY BRANDON

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Team member Karmin Homavazir says the game can get kids away from computer screens. "We really wanted to stay away from technological mediums and make a more traditional game," she says. "It's about getting the kids up and exercising and interacting with each other."

After designing the game, the team asked local companies to print the boards. The team's focus now is to sell their game and get their production costs down. "Now we've got the concept we have to start marketing it," says Jessica.

All proceeds from sales are going to the Cure Kids charity. "We are helping kids to help kids by playing our game," says Jessica. "If we can lower our production costs we can donate more to Cure

Kids as well."

Terry Shubkin, chief executive of the Young Enterprise Trust, says the team is a great company. "It isn't the norm to have the student companies donate their proceeds to charity."

Nicole Evans, marketing manager at Cure Kids, says she hopes the charity can work with the group to promote the game. "Next year, they want to concentrate on the sales and marketing, so we want to help them and promote it at our events. They are a fantastic group of kids and we want to support what they are doing."

### Your move

To buy Zenergy, call Macleans College on 535 2620 and leave your contact details for the team. The game costs \$42, every dollar of which goes to Cure Kids.

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