



STEP 1

ENJOY

KIDS

Involving as many children as possible in sports activities

STEP 2

GROW

FUTURE

Mental preparation of future champions

STEP 3

WIN

ATHLETES

Financial and marketing support on the way to championship



PHOENIX KIDS EDUCATION PROGRAM

We develop comprehensive sports programs that **popularize sport among children** and allow them to find a sport they will love through motivation and inspiration. The idea is to create tools and develop projects that will ensure the joy of participation in sport for every child, regardless of their place of residence or social situation.

We use state-of-the-art technology to create digital tools for children, but we are equally at home in event situations, where we reach out to children directly.

PHO3NIX KIDS YOUTUBE

600

VIDEOS

350K

VIEWS

The **Pho3nix Kids YouTube** channel is the first international, multilingual, freely accessible source of exercise, instructional materials and sports inspiration for children, parents and teachers! Access to the content is free for everyone.

PHO3NIX KIDS APP

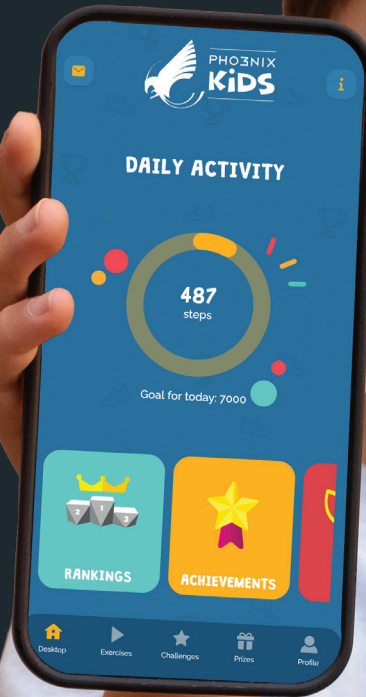
135K

**REGISTERED
CHILDREN**

1800

**REGISTERED
SCHOOLS**

A **mobile application** that counts the number of steps and rewards the most active children. Each step taken using the app translates into a ranking and score in individual and inter-school competition. In addition to physical rewards, children can earn nearly 200 achievements in the app! The overall goal is to inspire the youngest children to regular physical activity using the latest technology.





PHOENIX KIDS VIDEO PLATFORM

The **Pho3nix Kids Video Platform** is a web-based tool for schools designed to enable remote PE lessons during pandemic times and motivate children to be physically active at home. Sports quizzes testing general sports **knowledge and teaching children** new sports trivia are an added bonus!

50K

ACTIVE CHILDREN

650K

VIDEO VIEWS

400K

QUIZZES SOLVED

300

SCHOOLS



PHO3NIX KIDS WORKSHOPS

Sports and educational activities organized for **Pho3nix Foundation** in primary schools. The workshops are attended by many decorated athletes, including those with Olympic background. The goal of workshops is to introduce pupils to a multitude of sports and help them discover which one is most inspiring to them. We believe that by running these workshops we will help to discover future sporting talents!

150

SCHOOLS VISITED

10000

WORKSHOPS CONDUCTED

25K

CHILDREN PARTICIPATING

30

WORLD-CLASS ATHLETES



PHO3NIX ACTIVE SCHOOL

Pho3nix Active School is the largest offline sports competition for primary schools in Poland. Its aim is to create an inter-school sporting community, take part in 2-week sporting initiatives and then find the most sport-inspiring school in the country!

800

VIDEOS OF SCHOOL INITIATIVES

1000

SCHOOLS IN THE COMPETITION

1200

BRANDING PACKAGES DISTRIBUTED

200K

CHILDREN INVOLVED

€250K

THE PRIZES

PHO3NIX KIDS CAMP

700

PARTICIPANTS

54

TRAINERS

14

LOCATIONS

Pho3nix Kids Camp is a summer project of free camps and day-camps aimed at children from the most disadvantaged families. **Pho3nix Kids Camps** promote health and well-being through physical activity, instil the values we stand for and help children aged 5-14 to find a sport they love.

PHO3NIX KIDS TRIATHLONS

4

**SUPERSTAR
AMBASSADORS**

3

CONTINENTS

5K

**PARTICIPANTS
IN 2021**

Pho3nix Kids Triathlons provide a fun and inclusive environment for children as young as 5 to race and develop the core swimming, cycling and running skills. The event is supported by prominent triathletes: **Chris McCormack**, **Nicola Spirig**, **Alistair Brownlee** and **Javier Gomez Noya**.



PHO3NIX KIDS EDUCATION PROGRAM

GLOBALLY REACH



6
COUNTRIES

42
PROJECTS

500k
KIDS

NEXT DESTINATION FRANCE?

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