

Getting Fit Has Never Been More Fun

By Aynsley Fisher



“Seeing the kids having fun being active is so rewarding”

~ Owner, Charisse Jacques

Charisse Jacques knew she wanted to make a change. After years spent working in the corporate world, she knew she wanted to help people. Her experiences as a Girl Scout Troop leader helped her to realize that she was most passionate about working with kids. Inspired by her own active background and her ten-year-old daughter Marissa’s interest in sports as well as other activities, she felt there was surely a way to combine the two. When Jacques ran across the concept of Fitwize 4 Kids, she knew it was a perfect fit.

Fitwize 4 Kids is a health lifestyle center just for kids. Children between the ages of 6 and 15 learn about fitness, nutrition and living a healthy lifestyle. With circuit training on equipment designed just for kids, the benefits include improved endurance and flexibility, increased muscle tone and weight loss. And, through sessions with a registered dietician, kids learn about nutrition and the importance of an overall healthy lifestyle.

With an alarming trend of childhood obesity on the rise, it is believed that between 25 and 30% of children are affected. In today’s technology-driven culture, kids are spending more time in front of the computer and fast-food has often become a quick solution for busy families.

“With schools cutting back on recess and P.E.,” said Jacques, “I knew there was a big need for something like this. In Richmond, there are a lot of recreational sports, but nothing where kids can ‘work out’ on equipment designed just for them.”

Another major part of the equation at Fitwize 4 Kids is nutrition. Registered Dietitian, Rachel Furman, teaches a monthly class on various nutrition topics.

“It’s hands-on. Generally the kids are making or trying something,” said Jacques, “then they go workout and the parents have a roundtable discussion.”



Photo provided by Fitwize 4 Kids

In addition to circuit training, Fitwize 4 Kids offers exercise classes such as kickboxing, zumba (a Latin cardio-dance inspired class,) sports agility, total body conditioning, hip-hop, strength and stretching. Once a month, they have Kids Night Out. On a Saturday night from 6 p.m. until 9 p.m., kids get together for a fitness party that includes a workout, a healthy meal, nutrition games and the parents get a few hours out on the town!

Fitwize 4 Kids has helped many different types of kids gain confidence and achieve their individual goals. Athletes who play recreational sports improve their sports conditioning. Those kids who don’t like organized sports now have alternatives and kids who are overweight are learning how to be more healthy.

“Seeing the kids having fun being active is so rewarding,” said Jacques. “Often the parents tell me they have been looking for something like this for a long time.”

Fitwize 4 Kids is located in Short Pump. Visit their website at www.fitwize4kids.com.