



Press Release  
April 2019

## **1 IN 5 PARENTS CAN'T AFFORD TO HAVE THEIR KIDS INVOLVED IN SPORT**

- Nearly 60 per cent of Irish parents don't know the recommended amount of daily exercise for their children.
- 86 per cent claim excessive use technology is to blame for holding back their children from being sporty.
- Kellogg's teamed up with Dr Malie Coyne, Clinical Child Psychologist, to discuss the benefits of getting children mentally and physically active this summer.

New research reveals a fifth of Irish parents can't afford to get their children involved in sport with almost a third, (31 per cent) of parents saying that they just don't have the time to bring to take them to training or games.

As a consequence, worryingly, 66 per cent revealed that their children rely too heavily on technology, with YouTube and TV being the biggest culprits even though nearly all parents surveyed (86 per cent) agree that excessive use of technology has a negative effect on their children.

According to Irish guidelines, all children should be active at a moderate to vigorous level for at least 60 minutes every day to include muscle-strengthening, flexibility and bone-strengthening.\*

However the survey of 1000 parents, carried out to mark the launch of Kellogg's GAA Cúl Camps, also exposed the fact that nearly 60 per cent of Irish parents do not know the recommended daily amount of physical activity their children should have with a third believing 30 minutes is adequate.

Kellogg's GAA Cúl Camps are a cost effective way for parents to give the gift of sport and the outdoors to their children this summer.

Of the Irish mums and dads surveyed, 67 per cent said they had signed their children up for summer camp this year. 74 per cent want to increase their children's exercise intake, 56 per cent want them to spend more time outdoors and more than half recognize that playing sport on a regular basis will help with the mental health and wellbeing.

But the struggle to keep kids active in the school break remains on the top of parent's minds with 65 per cent confessing they feel relieved when their children return to school in September – more than half claiming it is difficult to keep their children busy during the summer holidays with activities other than technology.

Dr Malie Coyne, Clinical Child Psychologist, states that: "Engaging in Kellogg's GAA Cúl Camps is a win-win for both children and their parents. Apart from the significant benefits for children's physical health, taking part is hugely beneficial for their social and emotional health as it provides



them with crucial opportunities to manage their feelings, to release tension, to feel a sense of belonging with their peers, and most importantly to HAVE FUN!

“For parents, it is wonderful to know that so many of their children’s needs are being met by partaking. My girls loved it last year and they will definitely be joining their pals for another adventure this summer!”

Nearly all of the parents surveyed can see the benefits of playing sport in their children. The impact on their children can be seen in their social skills (83 per cent) and their confidence (81 per cent).

Michael Murphy, one of this year’s Kellogg’s GAA Cúl Camps ambassadors, said: “I know firsthand the benefits of taking part in sport from a young age. Kellogg’s GAA Cúl Camps is all about nurturing the next generation, getting children active and powering play.”

Adding, Ruth Hughes, Head of Kellogg’s Ireland, said: ‘Kellogg’s GAA Cúl Camps is Ireland’s biggest children’s summer camp, and this year, we once again look forward to welcoming over 150,000 children from across Ireland for a week of fun, friendship and sport.

“Kellogg’s GAA Cúl Camps has a reputation as one of the best camps to keep children entertained and active during the summer holidays, and we know the value that this has for parents. Kellogg’s is committed to supporting families to make healthier choices at breakfast.”

Fueling play for children across Ireland this summer, Kellogg’s GAA Cúl Camps registration is open on Saturday – [gaa.ie/kelloggsculcamps](http://gaa.ie/kelloggsculcamps) now.

Uachtarán Chumann Lúthchleas Gael John Horan said: “The growth of the Kellogg’s GAA Cúl Camps has been one of our great success stories with an 8 per cent increase in attendance year on year in 2018 alone.

“That boys and girls continue to flock to the camps in such number is testament to our clubs and coaches and the fun environment they help to create. My thanks to Kellogg’s whose ongoing support of the Cúl Camps helps bring us into homes everywhere and I would especially like to acknowledge the hosting of camps by our international units.”

**-ENDS -**

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## NOTES TO EDITOR

\*Department of Health: The National Guidelines on Physical Activity for Ireland (DoH, 2009) adopted the World Health Organisation's (WHO) global recommendations on physical activity for health.

GAA stars Sinead Aherne, Sarah Dervan, Declan Hannon and Micheal Murphy, are announced as this year's ambassadors for Kellogg's GAA Cúl Camps 2019.

A place on a Kellogg's GAA Cúl Camps costs €60 for the first child; €55 for the second child; €45 for the third and subsequent children. In Northern Ireland, the cost is £50 for the first child, £45 for the second child, £40 for the third and subsequent children.