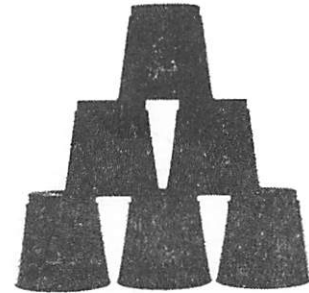


BENEFITS OF CUP STACKING

FITNESS:

Cup Stacking is a fitness based sport that kids from all backgrounds and abilities can do.



SELF-ESTEEM:

One of the comments we receive consistently from teachers, parents and school administrators is how cup stacking levels the playing field for their kids. Non-Athletic kids can now compete head to head with their more athletic counterparts. This significantly raises their self-esteem, motivating them to work harder in PE and be excited to participate. It's a WIN, WIN!

ACADEMICS:

Today schools, teachers and parents are focused more than ever on academic achievement. Cup stacking not only promotes physical fitness, but also academic learning. Students that cup stack on a regular basis have shown increases in test scores and levels of concentration. This is achieved by students using both their right and left sides of their brain. When students cup stack they are crossing the "midline" of their bodies and developing new connections in their brains. These new connections help to spur brain growth which in turn promotes greater academic achievement.