

AmenZone Primal Education Faces Childhood Obesity

Written by By Ashley Haines

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In a land overcome by ever-so evolving video game technology, Amen Iseghohi is bringing something new to the table: a tire. It's that simple rubber object that we tend to overlook unless they're flat or damaged. With Iseghohi's AmeZone Primal Education non-profit organization, he's hoping to positively impact the lives of today's children.



The mission of Amen Zone PE is simple; to help end the nation's epidemic in childhood obesity.

"The kids are our future and our future is in bad shape," Iseghohi said. Both literally and figuratively, he stresses that the issue with America's childhood obesity is a big one. Just launched a year ago, he hopes to tread over this issue through his program, which implements a tire as its main staple.

Why the tire? As a young boy, Iseghohi was sent to live in West Africa with his grandmother who taught him the simple lesson of balancing the spiritual and physical self in a "primal environment." There, he learned "movement is life." He used a tire to keep active and moving as his grandmother emphasized. This became his main inspiration in the AmenZone PE program, helping children learn as he did.

Iseghohi partnered with the Boys and Girls Club to introduce the program to its target audience, children. "We chose the Boys and Girls Club because they are a recognized entity and we can help kids that need us. We wanted to partner with a national company that has a lot of integrity. They are a first-class, non-profit organization that truly cares about the kids."

Primal Education finds much of its success by going back to the basics using a three-tier system. The tires accompanied by nutrition and self-esteem building are the core of the program. "Self-esteem was the genesis of the issue," explained Iseghohi. "Kids have become so competitive that it works against them. Instead they should worry about improving themselves."



By promoting self-esteem and confidence-building, Iseghohi wishes to help better children in the way they see themselves. "During every session we have a word of the day. Sometimes I turn my name into an acronym: Ambitious, Motivated, Energized, Natural and use repetition engraining positivity into the children's minds." This workout philosophy is used on children and adults alike.

Leadership is another dimension Iseghohi wanted his program to enforce. College students are selected to be AmenZone Ambassadors carrying out this important message and training techniques to high school students who then teach these philosophies to elementary students. "It's a movement led by youth [for the youth]."

The success of AmenZone goes beyond the young generation, though. Iseghohi has been personally training a variety of professional athletes with the very same tire foundation.

"One thing that attracts pro athletes is the physical and mental [parts of the program]. They will tell you the toughest part of their game is between their ears—their mindset. If they doubt themselves it translates into the way they play." The inspirational side of the program plays a huge role in attracting athletes to participate as well as the lack of gym equipment and creativity of the workout.

"There is no machinery, eliminating injury or muscle tears. Other workouts seem monotonous to the athletes and with us the workout is different every day," said Iseghohi. "Athletes are humans just like us, but their livelihood is based on their performance."

By highlighting the importance of having the physical and mental fitness intertwined within exercise, Iseghohi hopes that his Primal Education program will get to the root of the nation's childhood obesity issue.



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"I see Amen Zone being globally active. My approach isn't tailored just for the local community but for the national and international group."

All it takes to succeed is to get moving—literally. To get involved visit www.amenzonePE.org.

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