

# Imagine if every chocolate bar came with a free sports lesson...

Issued by [TLC Worldwide Africa](#)

22 Apr 2014

That's exactly what the team at TLC Marketing is proposing to some of the biggest brands in SA.

TLC Marketing has scoured the entire country creating partnerships with some of the best kids sport providers - everyone from swimming schools in Gauteng, dance schools in the Western Cape and soccer academies in Kwa-Zulu Natal to create their 'free sports lesson' reward.

According to [www.the-diet.co.za](http://www.the-diet.co.za), it is estimated that one in five South African children is either overweight or obese, with 20% of children under the age of six being overweight. This is mainly due to poor diet and lack of exercise. Children who play computer games or sit in front of the TV all day long don't get any exercise and thus their bodies do not burn as much energy as they should. The modern South African lifestyle is a contributor to the problem of childhood obesity and being overweight.

Safety issues often prevent children from playing outside, and where children used to walk or cycle to school, many are now dependent on public transport or lifts from their parents. Many children who live in high rise flats do not have space to play and run around, and this problem is compounded by the fact that many schools have scrapped physical education and sport as part of the curriculum. TLC Marketing feels this is where brands can step in and help influence a change in lifestyles by offering fun sports lessons with every purchase.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 17 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit [www.tlcmarketing.com](http://www.tlcmarketing.com)

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## TLC Worldwide Africa



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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