

PRESS RELEASE - JUNE 2008

## xénos business angel exercises into healthy children's company

A Mid Wales company encouraging young children to adopt healthy active lifestyles has received investment from a xénos business angel as part of a nationwide expansion.

Health Matters Education Ltd provides specialist support packages for primary schools and pre-school settings to support National Curriculum activities and the National Healthy Schools Status scheme. Established by health and fitness expert Vicky Bowen, the Welshpool-based business provides resource packs, incorporating planned activities using books, DVDs, CDs and workshops for teachers to support the promotion of fitness and healthy eating among young children.

The £50,000 investment through xénos, the Wales Business Angel Network, will allow the company to expand its services to primary schools and pre-school settings throughout the UK as part of a nationwide launch and at a time when children's health is a major area of health education.

The company has worked in partnership with the Association for Physical Education and Shropshire County Council to develop its resources and has developed a website - [www.healthmatterseducation.co.uk](http://www.healthmatterseducation.co.uk) - to promote its products and services.

"I've been involved in the health and fitness industry for more than 18 years and during that time I've gained a wealth of knowledge and experience, particularly in promoting children's health, fitness and well-being," said Vicky.

"I've always wanted to spread my passion more widely and realised that there was a niche market for this in terms of an enterprise which would allow me to pursue my personal motivation for encouraging healthy exercise among children while running a business. Critically, I needed additional funding in order to move the business forward and the investment from the xénos business angel has ensured we can launch the business nationally."

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(L-R) Ms Vicky Bowen & Mr Richard Bonfield



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Vicky developed the Health Matters and Busy Feet resource packs to support teachers and early years professionals to deliver areas of the National Curriculum. Both resource packs have undergone a four year programme of development before being rolled out. The company also provides half-day workshops for schools using a team of experienced health and fitness experts.

xénos, a subsidiary of Finance Wales, matches business angels (high net worth individuals) to companies seeking investment for business opportunities. It has facilitated more than £15million private sector investment in over 115 deals in Wales-based SMEs since its formation in 1997, enabling funding at all stages of development, from early stage through to expansion, acquisition and turnaround.

Richard Bonfield, xénos Regional Manager for Mid Wales, said: "Vicky's passion and drive to promote healthy exercise and eating amongst children has proved to be a real opportunity for her to turn this into a successful business. Critical to this was the ability to raise funds to support the growth of the business and the investment from the xénos business angel will ensure the roll-out of the enterprise throughout the UK."

For More Information on Health Matters Education  
Please visit:  
[www.healthmatterseducation.co.uk](http://www.healthmatterseducation.co.uk)