

[Translation]

Advertorial

Warm clothing for cold sports days

Health campaign

Children play soccer in September, October, March and April even with temperatures of three degrees Celsius without being dressed appropriately. They put themselves at risk for getting a cold.

PD/AI – Through a coaching initiative in 2008 this problem was recognized and solved by buying running shirts that stabilize one's body temperature. Nowadays there are already 280 children (and more and more adults) playing in this article of clothing in different clubs within Central Switzerland and staying healthy on cold sports days. In the course of a health campaign for soccer clubs that has started because of this, the 150th running shirt will shortly be sold at "Zug 94". Many health insurances recommend buying one of these health shirts. The company "Je-crois" in Baar with Jörg Saabel and "MS Sports" with Mario Sager support this project individually. The unit price of 49 francs (up to 35% below retail price) makes this running shirt affordable for many families. Everybody who purchases a running shirt has the possibility to win a stay at "MS Sports Camps" with Mario Sager.

A national coverage is planned with the goal of making the JC-running shirt part of the standard gear just like shin guards. Clubs that find their members' health important profit financially. A club with 300 juniors can therefore receive up to 1150 francs. The JC-running shirt is already being worn in Zug, Aegeri, Horgen, Thalwil, Baar, Steinhausen, Küsnacht and Luzerne. The sale will start soon in Hünenberg and Menzingen. The multi-functional piece of clothing (also ideal for skiing and rowing) can be purchased at the following sports stores: Ägerisport, Unterägeri, Athleticum, Baar, Fischbi's Herti-Corner, Zug, Börlin Sport, Cham and Rigi Sport, Küsnacht. A sample collection is available for fittings. On Friday, September 30, you can be consulted at "Athleticum" in Baar from 6 to 9 p.m.



the JC-running shirt protects from all kinds of weather

Further information

Je-crois Jörg Saabel

Arbachstrasse 13 c

6340 Baar

041 761 07 56

info@je-crois-sport.ch

www.je-crois-sport.ch

from: "Zuger Woche" on 09/28/11