



**We're
making
changes
in 2023...**



Dear parents/guardians,

We hope this email finds you well and you that enjoyed a happy and healthy festive period! As we enter an exciting New Year in 2023, we have something very exciting to tell you as we're making changes to our school clubs and holiday experiences.

We're evolving! Welcome to your new Junior Adventures Group Club!

That's right - from February 20th, we have a bright new look and a new name across all our clubs – **Junior Adventures Group**. As you may be aware, Junior Adventures Group (JAG) arrived in the UK in 2019 by acquiring [Fit For Sport](#) and [Energy Kidz](#) and, since then, have been building on the strong foundations in delivering the highest quality out-of-school services in the market.

As we continue to look to provide even better activities, experiences and clubs for your child we will be consolidating all of our services under the Junior Adventures Group banner where we will be bringing all of our 30 years of experience to over 150 locations in the UK together.

The result is one purpose-driven, best-of-all-worlds organisation – Junior Adventures Group – that brings together the rich history, passion and expertise of two best-in-class childcare brands, delivering the same outstanding play and activity programmes in support of schools, leisure partners, parents and children – just under a new name.

You can find further information about Junior Adventures Group via the following links:

- About us: <https://www.junioradventuresgroup.com/about-us/>
- JAG UK: <https://www.junioradventuresgroup.com/our-network/united-kingdom/>

What does it mean for your children?

Everything we do is developed around the children in our care. That's why we will be working hard to ensure that our services are led by the same familiar faces, in the same locations, but with even greater choice of great activities and experiences – including swimming available at several of our newly available locations!

We have developed our multi-activity programming to ensure no day is ever the same, with activities split across seven new & exciting categories: **Creative Inventors, Globe Trotters, Super Sports, Power Teams, Zen Masters, Brain Boosters & Splash Zone**. Whether they're, moving their feet, gardening, painting or on a scavenger hunt, we are committed to ensure JAG time is always children's favourite time. Further information on our elevated programme will be available as we move closer to the launch.



What does it mean for you?

We have several exciting new features following the evolution of our services to JAG – these include:

- **NEW Website** - We've developed a new and easier-to-use website to help you book your child's spaces, a new easy navigation feature that takes you directly to your desired venue, discover more about our activities and Whole of Child programme, as well as a parent support portal built around our families' regular queries.
- **NEW Signage, Banners and Display Boards** - You will also find a new look and feel at our venues, with newly designed banners, posters, signage and much more.
- **NEW Whole of Child Activity Programme** - Our activities are evolving too! Look out for early releases in the lead-up to the launch of our brand new activity categories – all delivered and produced with the child at the heart of their creation.
- **NEW Uniform** - Our teams will also be equipped with a new uniform to represent our united team so look out for our dashing new purple polos, t-shirts and jackets worn proudly by our passionate teams.



What happens next?

Keeping you and your school informed: Your child's school has also been informed about the change, and we will work together to ensure you remain informed of all the essential information and updates over the coming weeks.

Spring Term Part 1 and February Half Term: Energy Kidz services will continue to operate for the first half of the Spring term and the February Half Term holidays where we will rebrand for the second half of the Spring Term on 20th February.

Existing Bookings: All future bookings already made beyond our rebrand date of Monday 20th February are secure and will automatically be transitioned to the new service. Further details of this will be provided closer to the time.

Keep up to date with the latest announcements - Remember - you can follow us on social media for further updates and announcements, as well as gain exciting sneak peeks into your new JAG club arriving in February 2023!

- Facebook – <https://www.facebook.com/EnergyKidz/>
- Instagram – <https://www.instagram.com/energykidz/>
- Twitter – <https://twitter.com/EnergyKidz>
- LinkedIn – <https://www.linkedin.com/company/energy-kidz-ltd>

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 junioradventuresgroup.co.uk

Building brighter futures together

We're so excited to share this announcement and look forward to welcoming you to your local JAG club in the near future!



We understand you may have some further questions regarding the evolution of our clubs and would like to reassure you that further details including, booking information, website launch, new activity programmes and much more will be available in due course over the coming weeks as we get closer to the launch date.

Thank you for your continued loyalty, and we hope you are just as excited as we are to continue building brighter futures together for your children in 2023.

Kind Regards,
Energy Kidz x Junior Adventures Group



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