

# “Parents should make exercise fun”

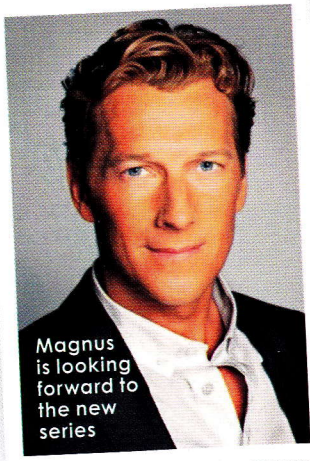
Award-winning TV show *LazyTown* is back with a new series. We talk to its creator and star, dad-of-three Magnus Scheving, about healthy eating, *Sportacus* and dancing in the White House...

Whether he's hobnobbing with the Obamas, defeating onscreen arch enemy Robbie Rotten, or simply cycling around the countryside of his native Iceland with his children, Magnus Scheving is always on a mission. The 48-year-old former Olympic gymnast has spent the last two decades trying to spread the healthy lifestyle message to parents and children across the world.

If his name isn't familiar, you'll probably recognise his blue-Lycra-clad alter-ego *Sportacus*, the acrobatic, clean-living hero of *LazyTown*, who helps Stephanie and her friends overcome the lazy schemes of Robbie Rotten.

The show, which is a mix of live action, puppetry and CGI, became a global hit when it first aired in 2004. Children everywhere wanted to try Sports Candy – the *LazyTown* name for fruit

and vegetables – and take a ride in *Sportacus*'s airship. After a six-year break, the long-awaited third series will hit our screens in April. We caught up with Magnus to find out more...



Magnus is looking forward to the new series

## What was the inspiration behind *LazyTown*?

My parents were teachers, so the talk in our house was always “How can education be better?”. When I was older, I looked at entertainment and thought there was nothing with real values about health. There was *Popeye* and he ate spinach,

but he also smoked and hit people, so you'd think maybe he's not the best role model for children...

I wanted to do something different, but I knew the challenge would be huge, because how can education

