

Mobile gymnastics company plans expansion into Moncton

■ **Go-Go Gymnastics recently awarded provincial entrepreneurial honours**

BY JACQUES GALLANT
TIMES & TRANSCRIPT STAFF

Kara Hachey has a few reasons to be exceedingly pleased.

First of all, Hachey, who is the founder of Go-Go Gymnastics, which bills itself as North America's only mobile gymnastics company, picked up the New Brunswick Community Business Development Corporation Young Entrepreneur of the Year Award last week.

Second of all, her company has announced plans to expand to the Moncton area starting this September.

"I'm so excited to bring this program to Moncton, they've been asking for this since 2006," said Hachey on the phone from Fredericton. "There are a lot of consumers there who want to have this program for kids and I'm really looking forward to meeting them."

Founded in Fredericton in 2006, Go-Go Gymnastics brings gymnastics classes to kids in their hometowns, offering classes, special events, birthday parties, and after-school programs to children aged 18 months to 11 years. Hachey said Go-Go serves up to 6,000 kids annually.

She describes her business as "equipment packed like tetris in a trailer."

"That trailer moves from community to community and we set up and pack up daily, just like at a circus; it's over the size of a full basketball court," she said. "Each city typically has between 25 and 35 employees, and we have 80 employees in all. I'll be hiring about 25 in the Moncton area over the next few weeks."

Having already expanded to the Saint John

area, Go-Go will be kicking off its activities in the Moncton region on Wednesday, Sept. 22., meaning that by this fall, Go-Go will be operational in a total of 11 New Brunswick communities.

Hachey said the programs will run in Sackville on Thursdays, Salisbury on Wednesdays, Dieppe on Fridays and Saturdays, and Riverview on Sundays.

"Overall, the province-wide reception has been phenomenal," said Hachey.

Go-Go Gymnastics actually stems from a business plan that Hachey, a gymnastics enthusiast, was required to prepare while studying for her master's degree at UNB in the mid-2000s.

"It was right around 2006 when people were starting to really talk about the child obesity problem, so it was perfect timing to develop a fitness program for kids," she said. "My professors instructed me to make it a little bit different. They told me don't just set up a building. Then this idea to put a huge gym on wheels came out."

And five years later, Hachey indicates business has been booming. She said she was deeply honoured to receive this year's CBDC award, which also came with a \$2,500 prize and the opportunity for Hachey to share her company's successes and challenges with members of the business world assembled at the Fairmount Algonquin Hotel in St. Andrews.

"It was an incredible honour, it was Go-Go Gymnastics' first provincial award, and it meant a great deal to me," said Hachey, whose ultimate goal is to franchise out her company across Atlantic Canada, or perhaps even the whole country.

■ *For more information on Go-Go Gymnastics, call 1-877-977-4646 or visit the company's website at www.gogogym.com*