

FITNEWS

Fitness Media Services • 696 White Plains Rd., Scarsdale, NY 10583

FOR IMMEDIATE RELEASE

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FITNESS IN NO TIME

Scarsdale, NY - No time to exercise. "Hogwash!" says fitness expert Brad Schoenfeld. In the current issue of *Westchester Magazine*, Schoenfeld outlines a supercharged routine that delivers results in the span of a 20 minute workout.

But can you really get a good workout in the space of sitcom - without commercials? "Absolutely," says Schoenfeld. "It's the quality - not the quantity - of training that produces results." The caveat: you need to train hard. "You're not going to get stronger and shapelier from lifting the pink dumbbells."

Schoenfeld suggests three key exercises for the routine: lunge, dumbbell row, and chest press. "These are multi-joint moves that effectively target almost all of the major muscle groups. The fact that they require a significant amount of core stabilization means that you'll also target the abs and lower back to great extent. When performed properly, you have a routine that is great for toning as well as stoking your metabolism."

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ABOUT BRAD SCHOENFELD: Brad Schoenfeld, CSCS, is the fitness trainer to bet your shape on. Widely regarded as one of America's leading fitness professionals, his focus is to help women achieve their full fitness potential by skipping the gimmicks and sticking to the well-documented science of exercise and nutrition. Awarded the distinction of master trainer by the International Association of Fitness Professions, he is also a certified strength and conditioning specialist by the National Strength and Conditioning Association.

He is the author of six fitness books, including *Sculpting Her Body Perfect* and the bestseller, *Look Great Naked*. He is a columnist for *Fitness RX for Women* magazine and has been published or featured in every major magazine including *Cosmopolitan*, *Self*, *Marie Claire*, *Fitness and Shape*. He has been a guest on many national television and radio shows. His Personal Training Center for Women is located in Scarsdale, New York. Brad lives in Croton-on-Hudson, New York.