

FITNEWS

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

FOR IMMEDIATE RELEASE

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Can Your Workout Survive the Holidays?

The average person gains anywhere from three to seven pounds between Thanksgiving and the New Year! Cookies, cakes, eggnog...the indulgences really add up. In addition, with all the parties and shopping, there's very little time to work out. By mid-November, most people are way too crazed to spend valuable time in the gym. "The combination of excess calories and a lack of exercise really wreaks havoc on a person's body," states Brad Schoenfeld, a nationally recognized expert on women's fitness and author of the book, **SCULPTING HER BODY PERFECT**. "And once the damage is done, it becomes that much harder to get back into shape."

Fortunately, holiday weight gain doesn't have to be inevitable. Schoenfeld has developed an efficient fitness routine that can be performed in only fifteen minutes! With his unique time-saving workouts, everyone has the ability to exercise. "By incorporating a technique called supersets, you can significantly cut your training time without sacrificing results," says Schoenfeld. "A few, brief workouts a week can go a long way to keeping off the pounds." For visuals, Schoenfeld can bring a fitness model to demonstrate several of the exercises using hand-held weights, and other simple equipment.

Schoenfeld and his book have received critical acclaim from the media, fitness publications and women across the country. He's published dozens of articles in leading magazines and has made numerous media appearances. He's an excellent interview who will inform and entertain your audience.

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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.