

# FITNEWS

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

**FOR IMMEDIATE RELEASE**

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## **SCHOENFELD AGREES TO PEN NEW FITNESS BOOK**

Scarsdale, NY – Bestselling fitness author, Brad Schoenfeld, has agreed to a new deal with Human Kinetics for another fitness book. “I’m extremely happy to be working again with Human Kinetics,” Schoenfeld said from his Scarsdale headquarters. “They are a premier publisher of fitness books and they’ve always done a terrific job with my publications.”

Schoenfeld would not reveal the topic of the book, saying only that it will have broad consumer appeal. “I’ll have more to say on the content shortly. However, I can tell you it’s the first of my books where the photos will be in full color, so I’m very excited about that. I’ve seen the galleys and the presentation is really beautiful.” Publication is scheduled for late 2009.

Please contact [Brad Schoenfeld](#) to arrange an interview and/or for additional quotes.

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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

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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.