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Boot Camp Fitness is Dangerous Trend Safe, Slow and Progressive is Better Approach

Newburyport, MA, January 7, 2005 – Obesity Olympics put obese American families at risk for injury and failure. Boot camp style fitness programs are being added to reality TV programming, starring obese Americans who are put through training programs designed for athletes to achieve rapid weight loss. However, what these programs don't tell viewers, is that most of the participants are putting their health at risk when they participate in the boot camp and they are destined to regain the weight they lost after the show ends.

On January 6, 2005, Obesity Olympics was aired and sponsored by 20/20. Two families that included clinically obese parents and children were assigned to work with gold-medal Olympians Paul and Morgan Haan and their coach to lose weight. Over the course of eight weeks, each family member performed extreme exercise, including running and rock-wall climbing, and went on restrictive diets. They complained and struggled with the intensity of the program, but they stuck with it and lost nearly 20 pounds each by the end of the program. “While this approach appears to be successful, it has the makings of failure”, said Alice Greene, president of Fit Beyond 40. “These people were pushed beyond their physical limits and could have easily suffered an injury or heart attack that would have set them back for an extensive period of time. They also hated the process, and once the program was over likely went back to their old habits and carried memories of the bad experiences.”

Weight loss in excess of 1-2 pounds per week is not considered safe or sustainable. The ultimate goal of a successful weight loss program is long-term behavioral change that leads to continued weight loss and the ability to keep the weight off for years to come. “The best way to achieve long-term success is by developing an exercise and eating program that is enjoyable, sustainable and moderate,” said Greene. “If it

is grueling and restrictive, few people will continue it as a way of life. Dieting and boot camp fitness programs are considered temporary and something that will end, which leads to on again – off again

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approach to losing weight and getting fit. Yo-yo dieting and exercise programs lead to the losing and regaining of weight over and over again, which is now being attributed to an increased risk for heart disease and several other coronary risk factors.”

Fit Beyond 40 has developed several motivational fitness conditioning programs that are specifically designed to be moderate, progressive and tuned to the client’s physical limitations. “People over forty are prone to injury, fatigue and pain,” said Greene. “Many of our clients have been previously injured playing sports, working with personal trainers or from working out at a club or gym. Our objective is to help them create a fitness program that provides maximal results with minimal injury, by progressing them safely and slowly at the pace that is right for them. Our techniques are based on the principles of physical therapy, personal training, Intuitive Eating and core stabilization. We work with them to achieve higher levels of fitness at the pace that is right for them and to achieve balanced eating practices that don’t lead to deprivation and judgment, so they can enjoy the process and maintain it for the rest of their lives.”

Fit Beyond 40 is a licensed member of The Association of Fitness by Phone Coaches®, a growing organization that trains its members in the use of fitness coaching and intuitive eating as part of a healthy lifestyle. “Fitness by Phone® coaching works, as no other program does, which is why we guarantee results,” said Greene. “People need a way to get fit and healthy that is enjoyable and sustainable for the rest of their lives. Getting into shape isn’t a one-time boot camp event. It is a journey of progression.”

About Fit Beyond 40

Fit Beyond 40 is a leading provider of fitness coaching by phone for people who want to get and stay fit beyond 40. Fitness coaching by phone is founded on the principles of progression, by starting people out at their appropriate fitness level and increasing their duration, frequency and intensity in small increments to minimize fatigue, overuse injury and physical trauma.

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