

**FOR IMMEDIATE RELEASE: OCTOBER 14, 2005**  
**Booth #532**  
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## **Fit Beyond 40 Launches Member Advisory at The Boston Women's Show**

Boston, MA, October 14, 2005 – Alice Greene, founder of Fit Beyond 40<sup>SM</sup> ([www.fitbeyond40.com](http://www.fitbeyond40.com)), the leading company in lifestyle fitness coaching, will highlight at The Boston Women's Show ([www.bostonwomenshow.com](http://www.bostonwomenshow.com)) how women over 40 can take control of their health and fitness through a new online member advisory program. The program taps into interactive tools that support new exercise and eating behaviors for optimal results.

The Advisory allows members to gain access - via live online forums and email interactive queries called "Ask the Fitness Coach" - to expert advice from Greene, a certified fitness and intuitive eating coach, and other lifestyle eating and exercise coaches. Through this interactive model, Greene and her team promote and implement flexible and progressive exercise and eating programs tailored to each member's needs much like the weekly one-on-one phone coaching sessions they conduct with current clients. Greene hopes this new online feature along with the "new look-and-feel" for the Web site will help members continue to navigate their success towards a results-oriented, healthy lifestyle.

"Lifestyle fitness coaching is an exciting new movement that encourages, motivates and supports women trying to get back into shape in a way that works best for their lives and preferences. It also creates accountability to help them stay motivated and on track, which is the key to success and where other programs have failed," notes Greene.

"Our program is designed to empower women by providing information and tools they need to be successful on their own with the guidance they need from Fit Beyond 40<sup>SM</sup>."

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Fit Beyond 40 Launches Advisory at The Boston Women's Show

October 14, 2005/Page 2

Greene and her team of experts use coaching techniques to uncover the underlying issues that make it hard for women to incorporate exercise and balanced eating into everyday living. Then they help clients create and implement a customized program that is enjoyable, feasible and fits their lifestyle. The programs are based on the principles of personal training, physical therapy, intuitive eating, dream coaching and life coaching. Typical programs include:

- weekly coaching phone sessions;
- tools and strategies for overcoming obstacles;
- reasonable goal setting and positive accountability;
- personalized instruction and programs for strengthening, improving balance, or overcoming injury and pain; and
- eating coaching to educate on healthy eating habits, portion control and long-term weight loss.

For more information, stop by booth #532 (The Fat Loss Patch – endorsed by Fit Beyond 40<sup>SM</sup>) at The Boston Women's Show or logon to [www.fitbeyond40.com](http://www.fitbeyond40.com).

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#### **About Fit Beyond 40**

Fit Beyond 40<sup>SM</sup>, the leading company in lifestyle exercise and eating coaching, was founded in 2003 by Alice Greene, a fitness enthusiast over 40 who struggled with exercise consistency, weight fluctuations and joint pain. Determined to find the right solution, Greene started Fit Beyond 40<sup>SM</sup> drawing upon the latest developments and research on exercise compliance, behavioral change, exercise physiology, fitness and wellness coaching. Greene and her team are trained fitness and intuitive eating coaches. For more information visit [www.fitbeyond40.com](http://www.fitbeyond40.com).