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## **Mom's Need More than One Day a Year to Live Healthier Lives**

### ***Fit Beyond 40 Founder Stresses Need to Promote Regular Self-Care***

**Newburyport, MA, May 9, 2006** –“Mothers need encouragement from family members and a change in societal values in order to feel they have permission to take time for their own wellness on a regular basis, not just on Mother’s Day,” notes Alice Greene, president and CEO of Fit Beyond 40 ([www.fitbeyond40.com](http://www.fitbeyond40.com)), a lifestyle fitness coaching company. While most moms think about incorporating steps to live a healthier lifestyle and practice regular self care, many find it hard to implement out of feelings of guilt. Today’s mothers are conditioned to put themselves last and to neglect their needs, which is contributing to chronic stress, poor eating habits, weight gain, and a loss of self-esteem.

The high cost from lack of self care is evident in the escalating weight gain during the past decade in the United States. A staggering 65.9 percent of all women in the age bracket of 45-65 years old are either overweight or obese, according to The National Health and Nutrition Examination Survey (NHANES) from the National Center for Health Statistics (NCHS). Being overweight or obese increases the risk for numerous ailments, including high blood pressure, diabetes, heart disease, stroke, arthritis, cancer, and poor reproductive health.<sup>1</sup>

When mothers focus on their own care and make time for a healthier lifestyle, they become more energized, productive, confident, composed and genial. Forty-something year-old Hilary Hawkins, a mother of two from Newburyport, MA and a client of Greene’s knows this to be true. “This program has helped me to take better care of myself, and it has shown me that how I treat myself affects the way I eat and deal with my kids. I was ignoring my needs for the sake of the family. Now I see that wasn’t helping me or them, and with the help of Alice’s program I have increased my self-esteem, learned how to address my emotional eating and developed better habits of self-care which makes me feel good.”

Greene invites women on Mother’s Day to take inventory of their self care and healthier lifestyle needs, and to act upon them. The following four recommendations are excerpted from the free report, “***The 9 Secrets to Feeling Great in Your Own Body***”, which is part of the ***Help Yourself Today*** self-paced guided lifestyle help program ([www.helpyourselftoday.com](http://www.helpyourselftoday.com)) produced by Greene. They include:

- Listen to your body and honor it.
- Determine whose beliefs are running you.
- Rewrite the rules about being a perfectionist.
- Discover what really makes you feel good.

- more -

<sup>1</sup>Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. Overweight and obesity. June 2004. <http://www.cdc.gov/nccdphp/dnpa/obesity/>

"Continual lack of self-care takes a toll on families, employers, and the health care system," says Greene. "Mother's Day reminds us all that moms need encouragement and support year-round to be their personal best without sacrificing time with their loved ones."

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### **About Help Yourself Today**

**Help Yourself Today** is an inspirational guided lifestyle help series that gives women monthly motivation, assistance and support to take action and incorporate healthy lifestyle changes at their own pace. Monthly topics target stress, hormonal imbalances, weight loss, balanced eating, emotional eating, diabetes, heart disease, fitness and wellness. The program combines an inspiring e-guidebook with live teleconference calls for additional instruction and support. Optional one-on-one or group coaching can be made available. For more information, visit: [www.helpyourselftoday.com](http://www.helpyourselftoday.com) or call 888-736-8505.

### **About Fit Beyond 40**

**Fit Beyond 40 is a leading company in lifestyle fitness coaching**, a new approach to helping people create healthy fit lifestyles. The company was founded in 2003 by Alice Greene, a fitness enthusiast over 40, who struggled with exercise consistency, weight fluctuations, and joint pain. After years of working with personal trainers, going to gyms, and suffering from exercise-related injuries, she determined that there had to be a better way. The company's mission is to help people change their relationship with food and exercise, so they have a positive experience and easily incorporate regular exercise and better eating into their daily lives. Greene is a certified fitness coach trained in behavioral change techniques and certified as a personal trainer. She also is a certified eating behavior coach, with training in emotional eating. For more information visit: [www.fitbeyond40.com](http://www.fitbeyond40.com) or call 978-465-3555.