



**SLOANLUCKIE**  
YOUR BODY. YOUR LIFE.



Media Kit

Author • Speaker • Personal Coach  
Health & Fitness Advocate



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## For Immediate Release

### Chicago Area CPA and Health & Wellness Expert Shows Other Busy Professionals How to Do the Math to Make Self-Care a Priority

**Flossmoor, IL** — With demanding schedules and the competing priorities of work, family, and life in general, it becomes easy to slack up on the efforts and discipline required to take care of ourselves and our bodies. Today, there is also so much misinformation about what is healthy that most people aren't really sure where to begin and what they *specifically* need to do to get started, according to Flossmoor, Illinois CPA and health and wellness expert Sloan Luckie. His book, *Body Under Construction: How to Build and Maintain Optimal Health at Any Age*, breaks through all the health and fitness clutter, the fads, and the numerous diets to focus on three simple principles to take care of care of ourselves, regardless of gender or age: food, exercise, and sleep.

"People today are pulled in so many directions with the many roles and commitments of life, that it has become second-nature to take care of other people—and other things—before we take care of ourselves," says Luckie. "We need to simplify the actions needed to prioritize health and well-being."

An ISSA-certified fitness trainer and CPA in his late 40s, Luckie knows all too well what it's like to have a job that demands a great deal of time; the vast responsibilities of being a spouse and parent raising young children; and the ongoing battle to stay motivated about health and fitness. Yet, he has managed to lose weight, improve fitness, and build optimal health through a practical balance of nutrition, exercise and sleep.

"When we prioritize our health, we are much more productive, and are able to experience life more fully, deeply and vividly," Luckie advises. "When we feel good physically, mentally and emotionally, we are able to bring more to everything we do!"

Luckie understands three common barriers to caring for ourselves — time, motivation and money — and, in his book, reveals an easy-to-follow nutrition–fitness–sleep program, which outlines practical ways to establish healthy habits and attitudes to care for ourselves and build optimal health. He also motivates readers to stay on track with their health and fitness goals by emphasizing that long-lasting results come from gradual lifestyle changes.

*Body Under Construction* is an all-in-one, full-colored guide that provides health, nutrition and fitness options, demonstration exercise photos, and fitness charts to track fitness progress on a daily, weekly, and monthly basis.

The paperback version of *Body Under Construction: How to Build and Maintain Optimal Health at Any Age* is 8 x 10 inches, 200 pages, with a cover price of \$29.95 ISBN 1460938895; an eBook also is available for \$9.99 (ISBN 978-1-61916-354-6). Both formats are available at Amazon.com. For more information, visit [sloanluckie.com](http://sloanluckie.com), [bodyunderconstructionbook.com](http://bodyunderconstructionbook.com), or call 312.469.0559.



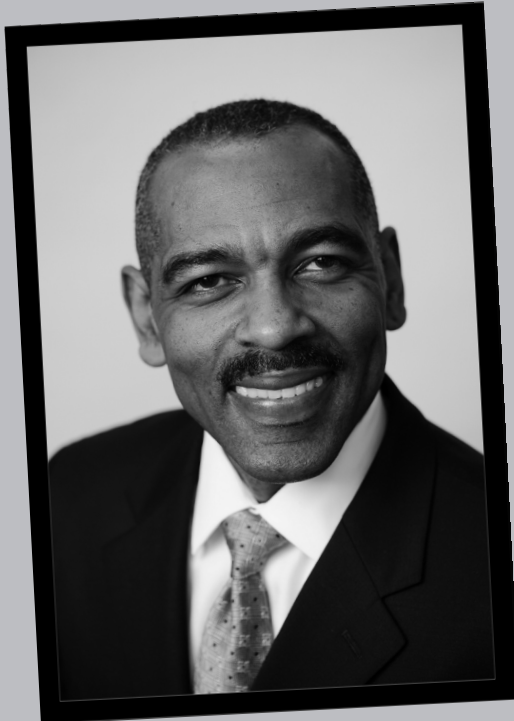


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## Who is Sloan Luckie?

### He's the Man with the Nutrition-Fitness-Sleep Plan



With a relentless passion for a lifestyle of health and wellness, **Sloan J. Luckie** is author of *Body Under Construction: How to Build and Maintain Optimal Health at Any Age*, an ISSA-certified personal trainer, and a leading expert in health, nutrition and fitness. His live presentations and the pages of his book are inspiring people around the world to adopt healthy habits to shape their bodies and their lives.

Like many people experience today, Luckie's balancing act of husband, father of three, and career as a CPA in the brokerage industry is no easy task! How does he do it? He makes self-care and healthy nutrition and fitness a priority. Knowing the importance of caring for ourselves, and that what we put in our bodies and how we treat our bodies are causes of disease, chronic illnesses, stress, and rising medical bills, to name a few, Luckie has dedicated his life to helping individuals and organizations reap the benefits of a lifestyle of nutrition, fitness and sleep.

Luckie's thought-provoking and practical messages and advice on how to manage your body and your life have been a big hit in corporate America. He effectively links increased productivity at work to optimal nutrition and health to deliver life-changing speeches and presentations to employees at all levels—from the mailroom to the boardroom.

Luckie's unique philosophy on building and maintaining optimal health has garnered great public and media attention. He has appeared on NBC's "The Talk with Marion Brooks," graced the pages of *Syd Jerome* magazine, and conducted companion shopping events, fitness demonstrations, and book signings throughout the country.

He also is the founder of Body Under Construction LLC, an organization devoted to optimal health and fitness.

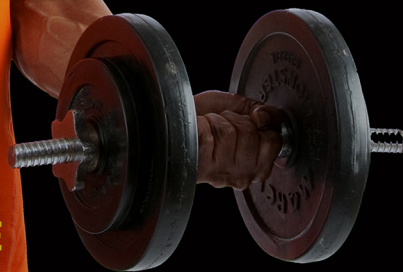
Luckie donates generously to the American Cancer Society, American Heart Association, and several other humanitarian programs. He lives in Flossmoor, Illinois with his wife, Sherree, and three children: Chanel, Sloan, and Sterling.

# BODY UNDER CONSTRUCTION

HOW TO BUILD  
AND MAINTAIN  
OPTIMAL  
HEALTH  
AT ANY  
AGE



SLOAN J. LUCKIE



BODY UNDER CONSTRUCTION

Sloan J. Luckie

SLOAN J. LUCKIE





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## About the Book

### **Body Under Construction at a Glance**

#### **STOP BEATING YOURSELF UP ABOUT HOW BAD YOU LOOK AND FEEL!**

*Body Under Construction: How to Build And Maintain Optimal Health At Any Age* teaches you to apply three simple but smart principles...FOOD, EXERCISE, and SLEEP...to build the body of your dreams. *Body Under Construction* will also help you remove the diets, expensive fitness equipment, and pricey gym fees from your life FOREVER. No matter how many diets you've tried, how busy your schedule is, how much you travel, or how long you've struggled with weight, *Body Under Construction* will teach you everything you need to know to reclaim your body and your health to look and feel your ABSOLUTE BEST.

The full-color health and fitness guide and workbook is divided into three parts to achieve optimal health:

A nutrition regimen that includes...

- An emphasis on HOW one should eat, and not just WHAT and WHEN one should eat.
- Various methods that trick your body into feeling full in order to reduce the risk of overeating
- A nutrition plan for the frequent business traveler
- Steps to making gradual yet significant changes to your eating habits to build and develop health nutrition into a lifestyle.
- How to use healthy nutrition to reduce stress

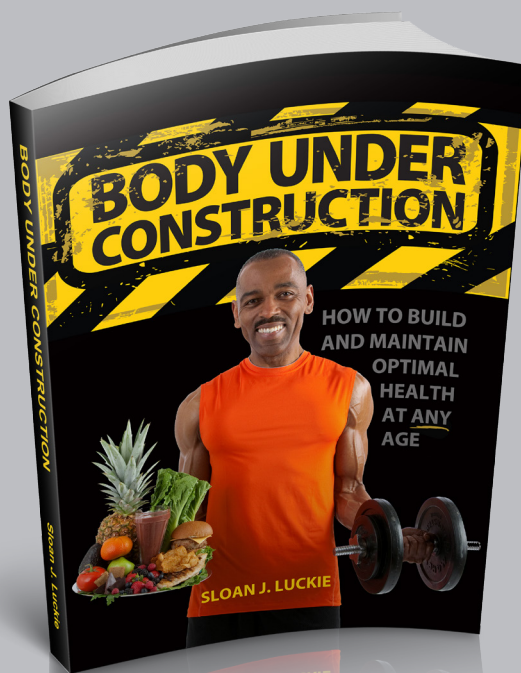
A fitness regimen that includes...

- A three-day-per-week fitness adventure that consists of calorie-burning exercises primarily using your own body weight
- A fitness plan for the frequent business traveler
- Steps to develop fitness into a lifestyle
- How to use fitness to help reduce stress

A sleep regimen that includes...

- Practical ways to prepare for sleep, as well as get more sleep
- How to sleep like a vampire to get higher quality sleep

*Body Under Construction* also includes healthy, great tasting recipes, as well as a nutrition and fitness glossary for the health novice.



**About the Author.** With a relentless passion for a lifestyle of health and wellness, Sloan J. Luckie is author of *Body Under Construction: How to Build and Maintain Optimal Health at Any Age*, an ISSA-certified personal trainer, and a leading expert in health, nutrition and fitness. His live presentations and the pages of his book are inspiring people around the world to adopt healthy habits to shape their bodies and their lives. Luckie's unique philosophy on building and maintaining optimal health has garnered great public and media attention. He has appeared on NBC's "The Talk with Marion Brooks," graced the pages of *Syd Jerome* magazine, and conducted companion shopping events, fitness demonstrations, and book signings throughout the country.

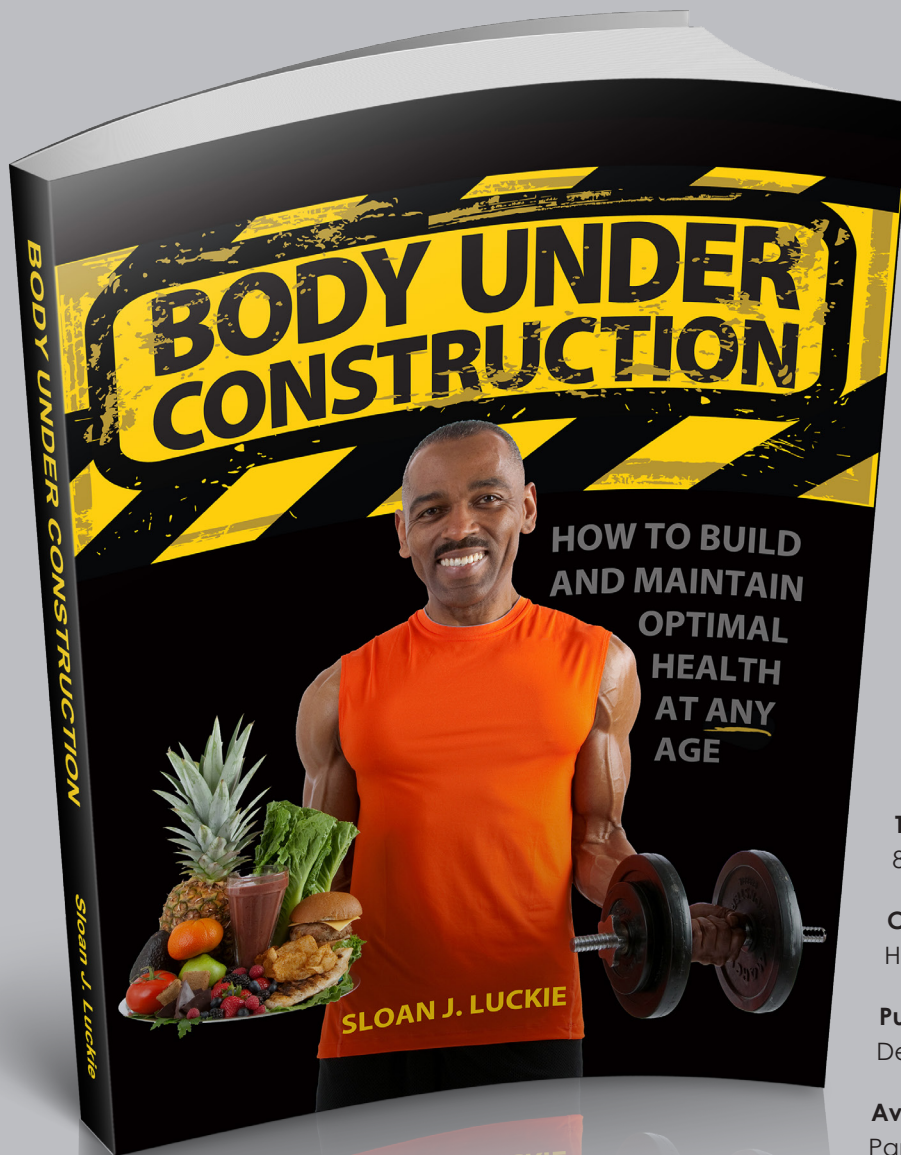


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## Book Fact Sheet

### **Body Under Construction: How to Build And Maintain Optimal Health At Any Age**



**Author**

Sloan J. Luckie

**Publisher**

CreateSpace Independent  
Publishing Platform

**ISBN**

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**PAGES**

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**NUMBER OF CHAPTERS**

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**TRIM SIZE**

8" x 10"

**Category**

Health, Fitness & Dieting

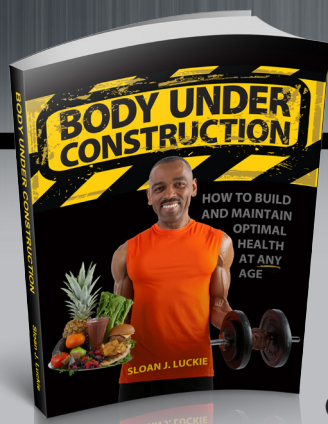
**Publication Date**

December 2011

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Paperback; eBook





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## Book Review

### **Body Under Construction: How to Build And Maintain Optimal Health At Any Age** by Sloan J. Luckie

*Body Under Construction: How to Build and Maintain Optimal Health At Any Age* is a very practical guide that is reminiscent of a health and wellness journey—with nutrition, fitness, and sleep as the key drivers. Luckie provides pages of thought-provoking information, practical food and eating tips, full-color, how-to exercise photos, and fitness charts to track your progress. He even goes beyond the printed page to offer online resources through his Web site at [sloanluckie.com](http://sloanluckie.com), and instructional videos on his YouTube channel.

*Body Under Construction* is a motivating how-to guide that constantly reminds readers that true results—the kind that will last—come from consistent, gradual changes. He likens the gradual changes to a building that's "under construction." It's this angle that makes this book appropriate for people of all ages, at ANY fitness level.

Luckie is very mindful of the pressing demands and expectations of today's working professional, and offers great options and solutions to overcome the common barriers most people have when it comes to leading a healthy lifestyle—time, motivation, and money. His easy-to-follow nutrition–fitness–sleep program outlines practical ways to establish healthy habits and attitudes to care for ourselves, as well as build optimal health. The inclusion of tips and charts for the frequent business traveler is another indication that he truly understands his readers, and wants to provide as many tools as possible to aid in the construction process.

The author's passion is very apparent throughout the pages of the book, proving that he truly practices what he preaches. He genuinely wants his readers achieve maximum results, while embracing the process.

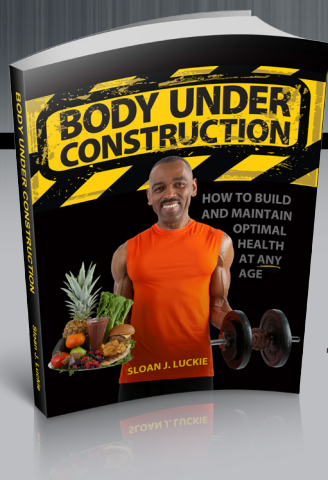
Your age and fitness level are irrelevant to the benefits you'll receive from reading this book and following the author's simple and practical principles. Whether your goal is to lose weight, improve your fitness level, or even achieve the enviable six-pack, this book teaches everything you need to know to feel, look, and be your absolute best—and to enjoy the journey along the way.

*Body Under Construction* also includes healthy recipes and a nutrition and fitness glossary for health novices.

The paperback version of *Body Under Construction: How to Build and Maintain Optimal Health at Any Age* is 8 x 10 inches, 200 pages, with a cover price of \$29.95; an eBook also is available for \$9.99. Both formats are available at Amazon.com. For more information and additional online resources, visit [sloanluckie.com](http://sloanluckie.com) or [bodyunderconstructionbook.com](http://bodyunderconstructionbook.com).

**About the Author.** With a relentless passion for a lifestyle of health and wellness, Sloan J. Luckie is author of *Body Under Construction: How to Build and Maintain Optimal Health at Any Age*, an ISSA-certified personal trainer, and a leading expert in health, nutrition and fitness. His live presentations and the pages of his book are inspiring people around the world to adopt healthy habits to shape their bodies and their lives. Luckie's unique philosophy on building and maintaining optimal health has garnered great public and media attention. He has appeared on NBC's "The Talk with Marion Brooks," graced the pages of *Syd Jerome* magazine, and conducted companion shopping events, fitness demonstrations, and book signings throughout the country.





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## Readers Reviews

### The Book is Great, But Don't Just Take Our Word for It

Reviews from Amazon.com

"This book covers a comprehensive view of fitness and nutrition in an easy-to-read format that anyone can follow regardless of your age or fitness level. My experience has been that Body Under Construction challenges and encourages you to make lifestyle changes which ultimately foster long term and sustained results. This book will indeed save lives." —Jenks

"Body under construction is an awesome book if you're serious about your health and fitness. The balanced approach to eating healthy, supplemented by easy-to-follow exercises hits the mark. The book takes you on an adventure and covers all of the basics and beyond to help you build and maintain optimal health. Now that I have joined this journey to improve my health and to get back on track, I'm grateful for the practical hands-on approach that this books offers. It's easy to follow, well-written and presented so that I will not have any excuse to continue the journey to improve and maintain a healthier lifestyle. Thanks, Luckie!" —DDT

"I must say this book provides an easy approach to helping me change the once "junk food" I loved to healthy and tastier substitutes I now love even more. Bad habits are usually hard to break but not so when you can still eat burgers, fries, hotdogs and deserts in a healthy way! Makes no sense but it actually works! At 47, I'm a moderate runner & biker and find the core group strength excercises uniquely helpful when I feel sluggish- My opinion, the book is practical for all fitness levels and motivating!" —DJ Golden

"Being a 53 year old male, it's difficult to stay motivated to eat healthy, exercise and lose weight. Luckie's book provides some great principles that can be used for a lifetime. It's the first book on this subject that I didn't pack up and put away in the basement. I'm losing weight, getting better sleep and feeling a lot better physically and mentally while I'm under construction." —Popa Bear

"I usually never write reviews but this book really changed my life! I'm 21 years old and before I read this book I NEVER ate healthy. Body Under Construction changed my views tremendously about eating right. The healthy recipes are delicious and simple to make. I actually don't mind eating healthy when the food is this good! This book gave me a clear understanding on how to make simple changes that have a real impact on your health. Thanks to this book I feel stronger and healthier every day." —Maitland

"Body Under Construction puts it all into perspective. Improving your physical appearance comes not only from physical exercise, but from training your mind to eating healthier and enjoying the foods we choose to eat. This book walks you through that process of incorporating nutrient-rich foods and fitness tips to overcome disease and illness. I like that the author is realistic, as many don't belong to expensive gyms. This book showed me how to use my own body, along with minimal equipment, to maximize my workouts. The layout is easy to follow, allowing people of all ages to follow the format." —Chere



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## In the Media

### Television, Radio, and Print

Sloan Luckie is available for media interviews for television, radio and print. To schedule an interview with Sloan, please contact us directly: [info@sloanluckie.com](mailto:info@sloanluckie.com), or call 312.469.0559.

To view Sloan in the media, visit [www.sloanluckie.com/thebuzz/](http://www.sloanluckie.com/thebuzz/)

### POTENTIAL MEDIA INTERVIEW TOPICS

#### General Health & Fitness:

- The Trilogy of Optimal Health: Nutrition, Fitness and Sleep
- Self-Care for the Busy Professional
- No More Excuses! Practical Tips to Get Fit
- Fabulous & Fit at Forty and Fifty

#### For Nutrition

- Eat to Live: Seven Great Food Habits
- Eat Smart: Clever Food Habits and Substitutions

#### For Fitness

- Effective At-home Fitness
- Bodyweight Exercises: How to Become Stronger, Lose More Weight, and Become More Fit Using Your Own Body Weight
- A Fitness Adventure: Effective Exercise Techniques

#### For Sleep

- Sleep Like a Vampire: Understanding the Importance of Sleep

### PREVIOUS MEDIA APPEARANCES

#### Television

- NBC, The Talk with Marion Brooks



Sloan on NBC's The Talk with Marion Brooks  
[Click here to watch this interview online.](#)

#### Print

- Syd Jerome Magazine





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## Live Events

### He Does More than Write... He's Also Available for Speaking & Workshops

Sloan Luckie is on a mission. His goal is to save one million lives using the principles in his book, *Body Under Construction: How to Build and Maintain Optimal Health At Any Age*. So he uses media platforms, keynote addresses, and *Body Under Construction* demonstrations and presentations to amplify his mission.

His thought-provoking and practical messages and advice on how to manage your body and your life have been a big hit in corporate America, organizations, and nonprofits. Sloan's unique (and rare) ability to sift through all the market-ing mumbo jumbo to deliver real, practical, and long-term solutions to look, eat, and feel healthier has opened the eyes and ears of people around the world.

As someone with a demanding career and family life, Sloan is particularly mindful of corporate employees who juggle so many demands and responsibilities—professional and personal. Linking increased produc-tivity at work (and company profitability) to optimal nutrition and health, Sloan is successful at delivering life-changing speeches and presentations to all employees—from the mailroom to the boardroom.

Sloan offers:

- Speaking, Health & Fitness Workshops
- Book signings, Come-shop-with-me food excursions, fitness challenges, and demonstrations

Sloan's signature topics and presentations include:

- The Business Case for Optimal Health
- Eat to Live: Seven Great Food Habits
- A Fitness Adventure: Effective Exercise Techniques
- Sleep Like A Vampire: Understanding the Importance of Sleep
- The BUC Trilogy of Optimal Health: Nutrition, Fitness and Sleep

Audiences and clients include:

- Corporations
- Women's organizations
- Faith-based groups
- Health and fitness clubs
- Health-related organizations
- Individuals/groups for personal coaching

Content, length and messages can be tailored per audience. Typical keynote addresses are 45–60 minutes, and workshops are approximately 1–3 hours, depending on the need.

Sloan travels from Flossmoor, Illinois. He is available for national and international speaking and events for corporations, organizations, and non-profits. To book Sloan speaking, workshops, or special engagements, contact booking at events at [info@sloanluckie.com](mailto:info@sloanluckie.com), or call at 312.469.0559.







## Q&A with Sloan Luckie

### A Personal Interview with Sloan Luckie

**Q Who is Sloan Luckie? What's important for others to know about you?**

**A** I am the youngest of five children and was born and raised by my mother, Sodonía Luckie, in the Bronx, New York. While my career has been in the financial services industry (more than six years as a CPA for a world-renowned accounting firm and more than 15 years in the brokerage industry), my passion and priority has always been nutrition and fitness. Despite my hectic work schedule and family responsibilities, I've maintained a consistent nutrition, exercise and sleep regimen that has contributed to me losing weight, attaining health goals and maintaining optimal health. Most Americans have a myriad of responsibilities and find it difficult to attain and maintain a healthy lifestyle. I am a living testimonial that it can be done. I want to use my knowledge from years of scientific researched studies and personal experiences to assist one million people to preserve and protect their most valued and priceless asset—their body. That is my purpose. That is my calling.

**Q The health and fitness industry is saturated with experts. Why did you decide to be one, too?**

**A** I absolutely despise the gimmicks, gadgets, and unrealistic infomercial promises that exist today. They have completely set people up for failure. I'm passionate about delivering the truth to people: optimal health can only come from the integrated process of healthy food/eating habits, consistent exercise, and adequate sleep. I'm on a mission to touch the lives of one million people, teaching others how to value and protect their most priceless asset—their body.

**Q What inspired you to write *Body Under Construction*?**

**A** For more than 20 years, I've had a passion for nutrition and fitness. I've shared my methods of attaining and maintaining optimal health to empower work colleagues, friends, and family to do the same. I've seen the positive effects it has had on them physically, psychologically, emotionally and spiritually. I've also witnessed many of them improve their strength and flexibility, and become more self-confident.

In 2008, I decided to submit a testimonial to a fitness magazine. The title of my testimonial was "Fit at 40+." Since I have had my own battle with attaining and maintaining weight goals, the purpose of the article was to inspire and encourage others to attain and maintain optimal health, regardless of their age. As I started writing, one page became 20 pages, then 50 pages, etc. I didn't believe this magazine would dedicate an entire month's issue to some guy named "Sloan Luckie" from Chicago. So, I kept writing. When I was approximately half-way through the manuscript, I received a confirmation, or more like an epiphany. Dr. Toby Cosgrove, president of the Cleveland Clinic, was the guest on a health show I was watching on TV. He said, "Seventy percent of healthcare costs and 40% of premature deaths are due to chronic illnesses, which come from three things: obesity, lack of fitness and smoking."

Though I had never been a smoker, I knew I was on the right track by using my knowledge and personal experience of nutrition and fitness to address two of the three causes of chronic illness—obesity and lack of fitness—as cited by Dr. Cosgrove.

**Q What makes *Body Under Construction* unique?**

**A** *Body Under Construction* stresses the importance of three interrelated and equally important principles: nutrition, exercise, and sleep.

*The BUC Art of Eating* – This not only focuses on WHAT one should eat and WHEN one should eat. It also focuses on a topic rarely discussed: HOW one should eat. We eat at such a fast pace that we don't allow enough time for the stomach to communicate to the brain when it is full. How one should eat is critical to healthy nutrition because it reduces the risk of overeating.

*continued on page 12*



## Q&A with Sloan Luckie

### A Personal Interview with Sloan Luckie

**Q** What makes *Body Under Construction* unique? (cont'd)

**A** *A Fitness Adventure* – The human body is amazing. It has the uncanny ability to get accustomed to an exercise. Once this occurs, the body will not lose weight or burn fat doing that same exercise. With a Fitness Adventure, exercises are constantly changing. This helps burn calories and body fat over a long period of time. Many also become bored with their workout regimen. The changing exercises of a Fitness Adventure also reduce the risk of suffering from “workout ennui”—becoming bored with a workout regimen. This is why the exercise program is referred to as a Fitness Adventure and not a fitness routine.

*Sleep like a Vampire* – Sleep is another topic rarely emphasized in books. Yet, insufficient sleep can cause many to consume higher fat, higher calorie, higher carbs foods. Inadequate sleep also can limit muscle mass, a natural calorie-burning mechanism.

*Body Under Construction* also contains a nutrition (“Check the Extra luggage”) and exercise (“The Room Service Workout”) regimen for the frequent business traveler. It also includes healthy, great tasting recipes and a nutrition and fitness glossary for the health novice.

**Q** How do you plan to save one million lives with your *Body Under Construction* principles?

**A** The name of my company is also called Body Under Construction. As a self publisher and enterprising organization, I will save the lives of at least one million people by gaining access to national media platforms; developing Internet-based nutrition and fitness workshops, where I demonstrate the nutrition, exercise, and sleep principles described in the book; develop DVDs and apps that complement the *Body Under Construction* franchise; develop inspirational clothing and a nutritious food line; provide *Body Under Construction* demonstrations and presentations to corporations as a means of improving worker productivity and company profitability; as well as a weekly TV show that presents and demonstrates the BUC principles.



# Simple Nutrition, Exercise and Sleep Tips

## He's Even Got Some Tips for You!

### Nutrition – Practice the BUC Art of Eating

- *Add Cereal to your Fruit.* Traditionally, we eat cereal by filling the bowl with cereal, then topping with a few pieces of fruit ( i.e. banana). Instead of adding fruit to your cereal, add cereal to your fruit. This provides your body with natural sources of carbohydrates and sugar. Fill the bowl with:
  - Berries – Blueberries, raspberries, strawberries, etc. provide the antioxidants to fight free radicals.
  - Dried fruit – Add about a handful of cranberries, wild blueberries (potent antioxidant), and/or tart cherries (which contain anti-inflammatory agents). Use organic version.
  - Bananas – Good source of potassium for muscle growth and repair.
  - Nuts – Add about a handful of walnuts, almonds, and/or pistachios. Great source of heart healthy Omega 3.
  - Ground flax seed – Source of fiber (for satiety), omega 3, and lignans ( plant-based antioxidant).
  - With the remaining space in the bowl, add a handful or less of cereal (preferably an all-natural or organic version). Adding cereal to your fruit also can reduce monthly food expenses by reducing the number of times needed to replace cereal.
- *Eat slower, Take a Meal Half-Time, and After-Meal Break.* We often eat so quickly that we don't allow enough time for the stomach to communicate to the brain that the body is full. To allow time for the the body to feel full, eat slower. To assist in slowing down the eating process, take a meal half-time. Halfway through the meal, put your utensil down for 10–20 seconds. Then resume eating slowly. Following the meal, take an after-meal break. Don't eat anything for at least 20–25 minutes following your meal. This allows time for satiety.

### Exercise – Go on a Fitness Adventure

To have an efficient and productive workout while reducing your risk to injury, do the following:

- *Dynamic Stretching* – This warms up the muscles for exercise and reduces the risk of exercise
- *Active Rest* – Between exercises keep "rest" periods to 30-60 seconds. Be active during this time: jog in place, do jumping jacks, etc. This is an efficient use of time and will cause the body to burn 100s of calories.
- *Perform Variety Pak (V-PAK)* – A series of consecutive calorie-burning exercises that work different parts of the body with an active rest between each exercise. When executing a V-PAK, one part of body is allowed to recover while another part is being used during the exercise. For example, push-ups followed by 30-second active rest. Then bicycle crunches followed by 30-second active rest, etc. V-PAK reduces the risk of plateauing and burns calories galore.
- *Contract abs during most exercises* – This will assist in toning abs and assure that they are being trained throughout a Fitness Adventure workout.
- *Interval Cardio exercises* – A mixture of slow- and fast-paced cardio exercises improve the cardiovascular system, burn 100s of calories, torch fat, and reduce the risk of plateauing. Exercises include interval treadmill run, bike ride, and jumps using a jump rope.
- *Home Stretch* – Various stretches following a Fitness Adventure to properly cool down and improve flexibility.

### Sleep – Sleep like a Vampire

Inadequate sleep (less than 7– 8 hours) can increase the risk of feeling too tired to exercise and may contribute to the consumption of higher calorie, carb and fatty foods. Insufficient sleep can negatively affect growth hormone production, most of which occurs during sleep. Less than optimal growth hormone production can adversely affect muscle mass (a calorie-burning mechanism).

- *Prepare for sleep* – set your cell phone to chime 1 hour before bedtime to prepare for sleep ( i.e. complete computer work, put kids to bed, head toward the bedroom, etc.). This will assist in getting to bed at a reasonable hour and can assist in getting a full night's sleep.
- *Sleep like a vampire* by keeping your room dark and cool. This can assist in high quality sleep.





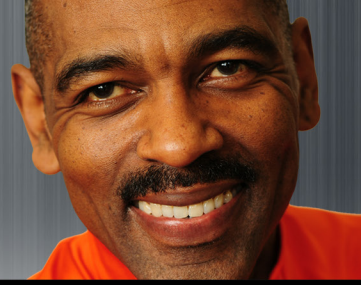
## Test Your Knowledge

### Let's See How Much You Know about Health and Wellness

1. Choose the top three reasons why people don't make self-care a priority?  
☐ Time   ☐ Laziness   ☐ Money   ☐ Motivation
2. The percentage of Americans who are overweight or obese is:  
☐ 67%   ☐ 77%   ☐ 53%   ☐ 86%
3. Chronic illness comes from which three things\*:  
☐ alcohol consumption, obesity, stress   ☐ obesity, lack of fitness, smoking   ☐ stress, smoking, obesity
4. Most adults need between seven and nine hours of sleep each night for optimum performance, health and safety.  
☐ True   ☐ False
5. It's important to keep a regular bedtime and wake time, including weekends.  
☐ True   ☐ False
6. Water is one of the most important parts of losing weight. How much water should you drink daily?  
☐ 32 oz   ☐ 64 oz   ☐ Ounces equal to half your body weight
7. How much daily physical activity should an adult participate in at least three times a week?  
☐ 90 minutes   ☐ 45 minutes   ☐ 60 minutes
8. A good definition of physical fitness would be the capacity to carry out everyday activities without fatigue.  
☐ True   ☐ False
9. Muscle strength and muscular endurance are the most important components of health-related fitness.  
☐ True   ☐ False
10. Which food has the highest total antioxidant capacity per serving size?  
☐ Blueberries   ☐ Red Beans   ☐ Walnuts

\* According to Toby Crosgrove, president of Cleveland Clinic

ANSWERS: 1. Time, Money, Motivation 2. 67%  
3. obesity, lack of fitness, smoking 4. True 5. True  
6. 64 oz 7. 60 minutes 8. False 9. False 10. Red Beans



## Article

### The Top 7 Reasons People Neglect Their Health

1. **Misuse of Time.** Many claim "I don't have enough time." We make time for so many things in life. We make time to watch our favorite TV show. We make time to clean our cars. TV shows eventually get canceled and are replaced. Today's car models are replaced within a year. But our bodies are irreplaceable. We only get one. Many need to schedule time to attain and maintain optimal health.
2. **Lack of Motivation.** Most people really want to eat right, exercise regularly, get adequate sleep, and enjoy the longevity and fullness that healthy living offers. Yet, they lack the ability to maintain the necessary motivation to commit to lifelong health habits. This is because they're relying on weak sources of motivation, such as appearance, or the novelty of the latest fitness or diet fad. Longlasting motivation comes from finding a strong source of motivation, such as enjoyment. Your commitment to healthy living changes when you find healthy foods you can enjoy and fun exercise programs.
3. **Too Expensive.** Many Americans claim they would live healthier if they could afford to do so. While food prices soar, causing shoppers to dig deeper, the low-quality, fatty foods are much more affordable for those with limited resources. Gym membership fees also have deterred a consistent fitness regimen. However, to maintain high nutritional standards without breaking the bank, there are many things we can do, including: plan meals ahead of time, make good food substitutions, look for coupons/specials in local newspapers and online, as well as do bodyweight exercises, which can be done at home, and without equipment and pricey gym fees. We must understand that attaining and maintaining a healthy lifestyle is far more economical than the medical costs of treating a chronic illness that comes as a result of obesity or lack of fitness.

4. **Too Ambitious.** We set our expectations too high by setting unattainable weight and health goals. When these unattainable goals are not reached, most give up on attaining and maintaining optimal health before giving it time to work.

Many expect quick results. Many want "instant" results. They view themselves in the mirror and weigh themselves daily expecting immediate results. When these immediate results fail to appear, many give up. Ironically, when we became overweight, the weight gain did not occur immediately. It was an insidious process that took place over a period of time. We must be patient with ourselves as we reverse the unhealthy habits that took years to develop.

5. **Fear of failure.** Many are simply afraid they will fail. Some have tried to lose weight or attain optimal health in the past and failed. Many have a genuine desire to lose weight and attain optimal health. Unfortunately, their true desires are taken advantage of through weight loss gimmicks, commercial promises to lose weight instantly or get the six-pack they always wanted in "3 easy steps." When these gimmicks, weight loss gadgets, and "belly fat blasting" promises fail them, they give up and rarely give attaining optimal health another chance due to fear of failure. What they don't realize is that they did not fail. The gimmicks, gadgets, and unrealistic infomercial promises failed them. The only failure in attaining and maintaining optimal health is not getting started.
6. **Lack of Priority/Procrastination.** For many, health is simply not a priority. It only becomes a priority when a person is diagnosed with a chronic illness such as type 2 diabetes or heart disease, etc. It's best to adopt healthier habits when you can, not when you are forced to based on a doctor's diagnosis. And still others delay getting started and find multiple excuses to start "tomorrow." Many won't start until they are required or "forced" to by a doctor telling them, "If you don't develop healthier eating and fitness habits, you are going to die at a young age."
7. **Discipline.** We shun and avoid discipline. Developing healthier eating, fitness and sleep habits require discipline. Developing a more disciplined lifestyle is difficult at the start simply because we've lacked discipline for many years. However, once a person develops and maintains more disciplined nutrition and fitness habits, it becomes second nature.