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Start Shaping the New You with Richard Simmons

Beloved fitness expert partners with Chicken Soup for the Soul to share tips and inspiration

COS COB, Conn. – “There is no better inspiration than hearing someone else’s success story,” according to Richard Simmons, America’s most popular and entertaining fitness expert, who has written the foreword and a story about his own life for Chicken Soup for the Soul’s new book *Chicken Soup for the Soul: Shaping the New You*, (Chicken Soup for the Soul Publishing, LLC, December 28, 2010, 978-1935096573, \$14.95), a book filled with personal stories that will encourage and inspire readers with its positive, practical, and purposeful tales of weight loss and fitness.

In his foreword and his personal story, Simmons reveals his own fascinating history: his childhood with show business parents; his early life in New Orleans, surround by music, dance, and food; his struggle with obesity and dieting; and how he ultimately found his own path to fitness before starting his exercise and motivational studio in Beverly Hills and launching his very successful line of exercise videos and books.

“My whole life is about inspiration,” says Simmons in his foreword, “so when the folks from Chicken Soup for the Soul showed me the manuscript for this book, I wanted to get involved. These stories, written by regular people about their efforts to control their weight and get fit, really resonate with me.” Simmons is known for his back to basics approach to fitness and weight control -- portion control, exercise, and fun are the three components of any good fitness plan. The 100 stories in this book are all about choice, with no one method, diet, or form of recommended exercise. As Simmons continues in his foreword, “You will undoubtedly make a connection while reading this book -- you’ll find a little motivational trick that you know will work for you, or read a phrase that gets you out of your chair... and out of the kitchen!”

“Take an inventory of who you are and what you want, and then get started on the path toward ‘Shaping the New You.’ You’re sure to find inspiration and companionship in these pages,” encourages Simmons. Companionship, or having a diet or exercise buddy, is a key component of many fitness success stories, and the stories in these pages constitute a “portable support group” for anyone embarking on a new fitness program. As Simmons says, “That’s one of the things that I love about this book. The authors of these stories open up their lives to you and share their ups and downs (literally) and unselfishly pass on their wisdom. I am sure you will find useful tips and some great inspiration in these pages.”

With stories about getting started, falling off the wagon, regaining control, conquering fear of the gym, self-esteem, finding a buddy, keeping a food journal, and discovering certain foods that made a difference, among other topics, *Chicken Soup for the Soul: Shaping the New You* is sure to find its way into many gym bags this year.

Chicken Soup for the Soul: Shaping the New You (Jack Canfield, Mark Victor Hansen, and Amy Newmark; foreword by Richard Simmons) will be released on December 28, 2010. Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world’s premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To receive a review copy of *Chicken Soup for the Soul: Shaping the New You*, or to request an interview, please contact Beth Gwazdosky at (512) 921-8148 or beth@sheltoninteractive.com.