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Shaping the New You with Diet and Fitness Tips that Really Work

Chicken Soup for the Soul and Richard Simmons share powerful success stories that work for everyone

COS COB, Conn. – Rebecca Hill was so embarrassed about her nightly consumption of room service cheeseburgers that she left the empty trays outside other hotel guests' doors. Douglas Brown started off one step at a time, climbing the stairs to his office each day, after being rejected for life insurance for being 80 pounds overweight. Kimberly Hutmacher lost 20 pounds in two years by going on a strict diet for one month, February, because she knew she could "be good" for one whole month, especially if she picked the shortest one!

With 101 powerful success stories, there is an idea that will work for everyone in *Chicken Soup for the Soul: Shaping the New You* (Chicken Soup for the Soul Publishing, LLC, December 28, 2010, 978-1935096573, \$14.95). The book is filled with personal stories that will encourage and inspire readers, with positive, practical, and purposeful tales of dieting and fitness.

"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 in the book about his own life and how he overcame his weight problems. "These stories, written by regular people about their efforts to control their weight and get fit, really resonate with me," Simmons continued. 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 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."

As Jeri Chrysong relates in her story, the most important thing you can do is make a commitment to yourself. She shares how she conquered her emotional eating addiction, how she lost 170 pounds, and how she keeps it off today. In "Cheating that Works," Lori Phillips describes her trick -- she allowed herself to eat dessert, but only in one inch cubes and she had to run up and down the stairs one time for each bite. Over time, she lost interest in the cheesecake as she saw how the exercise was helping her. This has led to a 10-pound weight loss for herself and her husband.

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.