



Media release

Aussies to fight U.S. public enemy number one: OBESITY

Great Aussie Contingent on IHRSA* 2004 in Las Vegas
[Rudy Giuliani](#) to headline the 23rd Annual International Convention and Trade Show,
March 22-25

Melbourne, Australia, 12 March 2004 – The theme of this year's gathering is 'LEADERSHIP'. And that is exactly what the Aussies will do with their weight loss programs, down-to-earth, but eminently rational health and fitness regimes, publications and the like.



As the World Health Organization just recently announced that obesity is a “world wide epidemic”, it is fitting that one of the most ground-breaking book on health and fitness will be introduced on IHRSA 2004. The largest convention of its kind, it will attract 400 exhibitors and more than 8,000 attendees from 70(!) countries all around the world.

We now know that obesity is a greater health problem today than drinking or even smoking. Chronic medical problems caused by obesity include almost all ‘modern’ diseases: high blood pressure, stroke, gallbladder problems, sleep apnoea, gout – the list just goes on and on. And to top it all off: it does cost our society; all of us dearly!

Weight loss – of course – is also a sensitive issue, that needs to be handled professionally and tactfully. **‘How to Get Fat and How Not to’** is the book that does that and more. This funny, informative and scientific book explains about exercise, nutrition and weight loss, then presents it in 102 entertaining ways. It is a must read to everyone who wants to exercise, wants to be fit or wants help to lose those excess pounds.

The book is separated into three sections: *Lifestyle*, *Exercise* and *Diet*. Each section gives a strong foundation for building a whole new person, and the three combined will motivate us to permanent weight loss, to enjoy exercise and most of all to feel good. Life shouldn't be hard work, so **How to Get Fat and How Not to** is full of humour and ‘in-your-face’ fun to help to give our lives all the best we deserve.

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How to Get Fat and How Not to is published by Australian Achiever Award Finalist **Lean-for-Life**, the Australian health and exercise program. The book is 232 pages, softcover, with a rrp of \$26.95 and it is available online – www.leanforlife.com.au.

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* IHRSA – International Health, Racquet & Sportsclub Association