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Get Fit, Stay Fit, and Have Fun Doing It™



FOR IMMEDIATE RELEASE

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FITHEADS® HELPS YOU GET YOUR BODY AND MIND FIT

TAKING SMALL STEPS TO BIG CHANGES

(Harrisburg, PA) – Walking. It’s a daily activity for most of us. From the moment we wake up each morning and make our way to the coffee pot to the moment we crawl into bed for a good night’s sleep, we are walking. And by adding a few steps each day and changing the way we think about fitness, we already have the tools needed to get and stay fit. **FitHeads®** believes that to change your life, you must also change your thinking. In order to have a fit body you must have a fit head.

What is FitHeads? The FitHeads System is a new, research-based approach to fitness that combines established personal change therapies with something people do every day – WALKING. But for most people it’s very difficult to stick with an exercise program – even one as simple as walking.

“In order to get fit – and then stay fit – you need to first change the way you look at fitness; and it needs to be fun,” says Bill Torregrossa, co-founder of FitHeads. “That’s what makes this new program different from anything else currently on the market. It’s fitness for your mind and your body.”

The FitHeads System combines the sciences of behavior change, exercise psychology and motivation theory. The program was created using the expertise of physicians and mental health specialists, and the philosophies of Eastern healing and spirituality.

Studies show that the most effective way to increase the level of physical activity and to make the necessary changes in the way you think about weight loss and fitness is to do it in steps. “Our philosophy is to take small steps to big changes,” says Torregrossa. You can’t change a lifetime of habits in a single day.”

How does it work? The core physical activity around which the FitHeads System is based is walking – something people can do every day. According to numerous scientific studies, walking every day will help you lose weight and lead to a healthier life. For those who haven’t been active, the best way to begin is to start walking. And for those who have been somewhat active, the best way to add more activity to a daily routine is by walking.

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“Our system uses the 10,000 steps model that began as a fitness program in Japan more than 40 years ago,” says FitHeads co-founder Mark Potts. “The 10,000 steps goal builds on your regular routine throughout the day, naturally adding physical activity to your very busy life. We’ve adapted the model to recognize that individuals will enter this at varying stages of fitness. We take a personalized, gradual approach to coaching people to the 10,000-step point so they develop healthy habits now that will stay with them for the rest of their lives.”

At 10,000 steps the average person will be burning about 500 extra calories a day; over the course of a year that equates to a 50 pound weight loss.

Research has confirmed that regular walkers experience many diverse health benefits. Moderately intense activities, such as a consistent walking program, can:

- Reduce fat, resulting in weight loss
- Reduce the risk of cardiovascular disease by as much as 30-50 percent
- Reduce the risk of colon cancer and breast cancer
- Increase energy levels
- Lower blood glucose and improve insulin action in diabetics
- Improve stability, endurance, and agility
- Lower blood pressure and reduce the risk of heart attack
- Relieve stress
- Improve mood
- Increase mental acuity
- Reduce the debilitating impact of both depression and anxiety
- Improve the quality of sleep

“At the start of our 10-day program, we guide you as you examine two possible futures,” says Potts. “The one that you’re on track for if you don’t improve your current health habits, and an alternative healthier future that’s within your reach. We have found that having a clear picture of where you’re heading is critical to long-term success in getting and staying fit.”

“People who choose the FitHeads System learn from a team of health and behavioral experts how to change the way they think about fitness. They learn to overcome beliefs and habits that are preventing weight loss success and create strategies to handle life’s ‘bumps in the road’. They discover the enjoyment in walking and find it easy to increase their daily physical activity until they reach their goals.”

For more information about the FitHeads System, go to www.FitHeads.com

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