



Fitness Facts

Fitness Expert Teams Up To Promote Healthy Lifestyles

(NAPSA)—Having more information and a wider variety of foods to choose from can help people meet their nutritional goals and take personal responsibility for their own wellness.



Bob Greene

That's why Bob Greene, exercise physiologist, Oprah's personal trainer and best-selling author, recently teamed up with McDonald's® to help provide important information about making smart nutritional choices.

Together, McDonald's and Greene will promote the importance of a balanced diet and physical activity based on sound principles of balance, variety, moderation and being active.

"At McDonald's, we offer customers the wholesome, high-quality foods and menu options they require to meet both their taste and nutrition goals," said Mike Donahue, Vice President McDonald's Communications U.S.A.

Informative materials will be available in the restaurants and online.

"I truly applaud McDonald's leadership efforts on the important mission to get people moving in the right direction towards happiness and physical health," said Greene. "I am excited to help clear up the misconceptions on fad diets and overzealous workouts, and educate people on leading healthy, active lives—realistically and long-term."

Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss. He is a frequent guest on *The Oprah Winfrey Show*, and is a contributing writer and editor for *O The Oprah*

Tips for Leading a Healthy, Active Lifestyle

- Know what you really want.
- Make an unwavering commitment to your goals. Your commitment to yourself is as sacred as your commitment to others.
- Build exercise into your life. Find a time that works for you (the best is always in the morning), and remember: your exercise is not negotiable.
- Eating habits are developed over a lifetime and shouldn't be changed radically overnight. Gradually moderate consumption of foods that aren't in your best interest and replace them with healthy counterparts. Also work to increase your physical activity accordingly.
- Powerful results come from taking small steps towards your goal each day.
- Meaningful change comes from recommitting yourself daily to your chosen path.

Tips by Bob Greene and McDonald's®



Magazine. Greene is the best-selling author of *Make the Connection*, *Get With the Program!*, and *The Get with the Program! Daily Journal*.

McDonald's is the world's leading foodservice retailer with more than 30,000 local restaurants serving 47 million customers each day in more than 100 countries.

Their nutritional and healthy lifestyles information is available at www.mcdonalds.com, in *McDonald's & You*® brochures or by calling the toll-free number at 800-244-6227.

Additional information is found at www.GetWiththeProgram.org.