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NEW BOOK BY DR. JASON KARP REVEALS RUNNING IS THE WORLD'S BEST DIET

SAN DIEGO, CA – If you want to lose weight and keep it off for the rest of your life, it pays to become a runner. Or at least someone who runs. This is the subject of Dr. Jason Karp's highly-anticipated new book, *Run Your Fat Off: Running Smarter for a Leaner and Fitter You*.

Running, while as old as the human race itself, has been largely neglected by weight loss experts, fitness trainers, and publishers. How ironic and awesome it is that an activity so historic, so integral to our evolution and embedded in our civilization, can be looked at in a new way, for a new purpose. Our ancient ancestors ran to get food; now, we run to get away from what food does to our waistlines. And we run to find ourselves. Runners understand, perhaps better than anyone, that physical effort is the path to a slimmer, healthier, and more fulfilling life. Running doesn't only change people's waistlines; it changes their lives.

Dr. Karp's unique expertise as an exercise physiologist, running coach, and lifelong runner is translated into a practical running-for-weight-loss program in *Run Your Fat Off*. With inspirational stories of people who have lost weight through running framing the chapters, *Run Your Fat Off* explores how running is the solution to sustained weight loss. The book outlines the three major reasons why running is the world's best calorie-burner, sheds a scientific light on calories and metabolism, and includes running menus for beginner, intermediate, and advanced runners, along with nutrition menus and recipes. Through the partitioning of calories, *Run Your Fat Off* makes *you* the director of the calorie movie, dictating where your calories go and how they are used so you can achieve permanent weight loss.

Published by Reader's Digest, *Run Your Fat Off* is Dr. Karp's seventh book. The 2011 IDEA Health & Fitness Association's Personal Trainer of the Year, his other books include *The Inner Runner*, *Running a Marathon For Dummies*, *Running for Women*, *101 Winning Racing Strategies for Runners*, *101 Developmental Concepts & Workouts for Cross Country Runners*, and *How to Survive Your PhD*. His eighth book, *14-Minute Metabolic Workouts*, is due out in June, 2017. All of his books can be ordered through the publishers' websites, Amazon.com, and signed copies at run-fit.com.

Ten percent of sales of *Run Your Fat Off* are donated to Susan G. Komen for the Cure® and American Heart Association in memory of the author's parents. For book signings, speaking engagements, or to book Dr. Jason as a guest, please contact media@run-fit.com.

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