



FOR IMMEDIATE RELEASE

February 20, 2017

Contact:

Run-Fit, LLC
619-787-4084
media@run-fit.com

**RENOWNED RUNNING COACH AND AUTHOR DR. JASON KARP
TO HOST *RUN YOUR FAT OFF* BOOK LAUNCH VIP EVENT**

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*.

The book's release will be celebrated with a VIP event on March 14 (the author's birthday) at La Valencia Hotel's courtyard in La Jolla, California from 7:00 to 9:00 pm. The first 40 guests will receive a complimentary autographed book. Additional books may be purchased at the event, with 10% of sales donated to charity in memory of the author's parents.

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 his books can be ordered through the publishers' websites, Amazon.com, and signed copies at run-fit.com.

For book signings, speaking engagements, or to book Dr. Jason as a guest, please contact media@run-fit.com.

###