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Health going south? Look east for solutions

Nutrition and fitness expert blends Indian traditions with American lifestyle

HACKENSACK, NJ - A stressful desk job. Too little sleep. An Egg McMuffin on the way to work. Sound familiar? These are components of the average American lifestyle - as is our weight problem. And while it's no surprise that over two-thirds of us in this country weigh more than we should, it is concerning that all the 100-calorie snack packs, slimmed-down fast food options, and celebrity-endorsed diet pills out there aren't doing much to reverse the trend. Maybe it's time to for Americans to trade in their calorie and carb obsession for something else entirely: a new culture.

In his new book *Total Activation: The New 5-Step Fitness Mantra* (April 2008, 978-1-4257-9776-8, \$21.99), health and fitness expert Nitin Chhoda traces the roots of America's health problems, and offers an alternative: India.

"The Indian way of life is about balance and tenacity," says Chhoda. "Obesity was, and never will be, a problem for India. Indians are more physically active than Americans. People walk to the grocery store for fresh food, take the stairs, walk regularly with family and friends. Meanwhile, obesity climbed in 31 American states last year, and no state showed a decline. Our country is getting fatter every year."

In *Total Activation*, Chhoda - founder of his own fitness and physical therapy firm, Total Activation LLC - stresses that physical well-being is just one component of the health equation. There are four other vital areas that Americans need to address for better fitness: emotional, social, spiritual, and intellectual. Each area can be improved by close attention to the tenets of Indian culture, such as yoga and meditation.

"India has introduced many unique things to the world, yoga being one of them," says Chhoda. "Yoga is catching on in America because we're finally starting to realize that the body does not work in isolation. Our spirit and mind has an enormous effect on the way we look and feel. To adopt an Eastern state of mind, we must first learn to treat our body holistically."

In addition to offering specific Indian practices that anyone can adopt for better health, *Total Activation* is also filled with tip sheets, such as "Simple Ways to Eat Like Indians," as well as a 30-day plan to improve one's emotional, physical, social, spiritual, and intellectual conditions.

In an interview, Chhoda is available to discuss:

- Obesity in America: Why our health problems are cultural problems - and how to take charge
- The best yoga styles for weight loss, energy, spiritual enhancement, and more
- How to set a healthy example for your child, and get them involved in healthy living
- Everyday ayurveda: How an ancient Indian practice can bring you holistic health solutions

NITIN CHHODA is a licensed physical therapist, fitness columnist for *The Observer*, and a sought-after public speaker. In addition, he is a member for the National Strength and Conditioning Association and the National Academy of Sports Medicine, and has received endorsements for his work by Jillian Michaels, famed trainer on NBC's "The Biggest Loser." Before moving to the United States, he lived in Mumbai, India for 24 years. Today, he and his wife Ritika live in Hackensack, New Jersey, where he runs Total Activation LLC.

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To request a review copy of *Total Activation* or to set up an interview with Nitin Chhoda, please contact Tolly Moseley at (512) 478-2028 ext. 213 or tmoseley@phenixpublicity.com.