

The Lean Belly Prescription

Every single day, people face over 200 choices that can make the difference between a lifetime of leanness, or a lifetime lugging around extra weight. Recognizing those choices and making the right ones has never been easier or more effective than now, with Dr. Travis Stork's The Lean Belly Prescription (Rodale Books: ISBN: 1-60961-023-7; December 7, 2010, \$24.99, 259 pages). Dr. Travis, practicing E.R. physician and host of the Emmy-Award winning show, The Doctors, has written his "prescription" to help people lose dangerous belly fat for good, arming readers with simple strategies that will help them lose weight fast, safely and forever "without ever feeling like they are on a diet.

Written in collaboration with Peter Moore, the Editor of Men's Health magazine, The Lean Belly Prescription focuses on the health consequences of excess abdominal fat, a condition Dr. Travis frequently sees when treating patients in the Emergency Department. Regardless of whether they've been hit by a car, a bullet, or an unexplained illness, one of the first things Dr. Travis notices is whether a patient is overweight or obese. The reason: How much weight a person carries has a lot to do with how well they can recover from any illness or accident. That's because, in addition to its unsightly appearance, visceral fat "the kind that clings to the waistline and infiltrates internal organs" can set people up for a host of health problems, including diabetes, heart disease, cancer, and even sexual dysfunction.

In The Lean Belly Prescription, which features a revolutionary PICK 3 TO LEAN plan that doesn't require people to give up their favorite foods (including bacon!) or to stop doing the things they love to do, Dr. Travis unveils a foolproof, four-week weight-loss and lifestyle plan that "when combined with any form of moderate activity - will result in a lean belly.

By making easy lifestyle choices that will transform their lives for the better, readers will:

Drop unwanted pounds! Up to 15 pounds of belly fat gone in just four weeks. Eat the food they love! Dr. Travis's PICK 3 TO LEAN program lets readers customize their own eating

plan around their favorite meals and snacks. Win the battle against America's greatest health threats! By sculpting a lean, flat belly, readers will reverse heart disease, protect against stroke and even fight off diabetes. Add active, healthy years to their lives! As much as a decade more of good health to play with kids (and grandkids). With The Lean Belly Prescription, Dr. Travis seeks to change the way people think about food and belly fat. It's not just an issue of fitting into jeans or looking good in a swimsuit (although those are certainly benefits of the program), belly fat is an indicator of all sorts of dangers to our health. With this easy plan, he empowers people with the information they need to live a healthier, happier and longer life.

For more information about The Lean Belly Prescription, go to <http://www.leanbellyrxbook.com>.

Dr. Travis, who is a regular contributor to Men's Health magazine, graduated Magna Cum Laude from Duke University and earned his M.D. with Honors from the University of Virginia. He is a faculty physician in the Emergency Department at Vanderbilt Medical Center in Nashville, Tennessee. Since 2008, he has been host of the Emmy-winning daytime talk show, The Doctors.

Peter Moore is the Editor of Men's Health. He won a 2004 National Magazine Award for his article on heart disease, "A Tale of Three Hearts."

The Lean Belly Prescription: The Fast and Foolproof Diet & Weigh-Loss Plan from America's Top Urgent-Care Doctor Travis Stork, M.D. Pub date: December 7, 2010 ISBN: 1-60961-023-7 \$24.99/hardcover

For additional information, copies of the book or to speak with the author please contact: Allison Keane 917.359.7433 allisonkeanepr@gmail.com

Photos/Multimedia Gallery Available:
<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6537037&lang=en>

