



NEWS ALERT!!

January 8, 2008

## ZONYA JOINS BOB GREENE ON NATIONAL “BEST LIFE CHALLENGE” TOUR

*Pitching Health and Cooking Up a Storm*

Exercise physiologist, **Oprah Winfrey’s** personal trainer and author **Bob Greene**, whose new **#1 NY Times Bestseller**, "THE BEST LIFE DIET," gives readers the keys to losing weight and staying fit, is launching a 17-city tour – and **Zonya Foco, RD, will be joining the tour as a guest presenter**, providing entertaining and educational cooking presentations.

Launching in Chicago on January 14, the tour will help generate excitement for Oprah and Bob's "**Best Life Challenge**," a program which hopes to encourage people to sign a contract to drop those extra pounds. Bob asks, "Are you Ready for a Challenge?" That's exactly what losing weight and becoming healthier is—a challenging journey with highs and lows and life-changing rewards. Many have been on this journey before and may be wondering: What's so different about his approach?

The major difference is that Bob doesn't hand you a diet and expect you to completely overhaul your eating and exercise habits overnight. Instead, he guides you through gradual changes that will take off the pounds, and will keep your weight down next year, in 10 years, and even 50 years down the road. Bob is focused on helping you find a way of living that will keep you at a healthy weight for life. Hence, the "**Best Life Diet**."

Anyone who has ever watched "Zonya's Health Bites" on public television or witnessed one of her presentations knows that **Zonya's message of adopting one good habit after the other completely supports Bob's Best Life approach**. Tagged as "America's Nutrition Leader," Zonya uses humor, hard facts and common sense to help people of all ages incorporate healthy habits into their busy lives; delivering these lessons on her **TV show**, "**Zonya's Health Bites**," in her **popular Lickety-Split Meals cookbook** and through presentations as a **well-respected professional speaker** on health and nutrition.

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### **Zonya Joins Best Life Challenge Tour – 2**

Before becoming an author, speaker and TV host, Zonya worked for eight years as a clinical nutritionist for the Michigan Heart and Vascular Institute at St. Joseph Mercy Hospital in Ann Arbor, Mich. She is a registered dietitian (RD) with the American Dietetics Association and is certified as a health and fitness instructor (CHF) by the American College of Sports Medicine. Zonya is also the only RD and CHF in the country to have earned the prestigious Certified Speaking Professional (CSP) designation. As a nationally recognized expert on nutrition and wellness, Zonya has partnered with Health Alliance Plan (HAP) in Michigan to develop and present HAP's award-winning *Weight Wise* program. Nutrition articles, tips, and products from Zonya can be found on her Web site at [www.Zonya.com](http://www.Zonya.com), where you can also **review her Best Life Challenge appearances and speaking calendar.**

The tour includes 17 cities across the country where Bob will help recruit sign-ups for the "**Best Life Challenge.**" There will be in-store demos of Best Life recipes and the first 150 customers will receive Best Life gift bags valued at over \$75. **Best Life Nutritionist Janis Jibrin, MS, RD, will also be accompanying Bob on the tour.** Bob states that he wants people to know they can sign up online at [www.thebestlife.com](http://www.thebestlife.com) or come out in-person to the events.

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