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Press Release - COUCH to ACTIVE

Lyn Lindbergh responds to WHO report warning of the rise in sedentary lifestyles.

COUCH to ACTIVE launches a new way to conquer the couch.

New book is in online bookstores everywhere for \$29.99/hardcover, and \$23.99/paperback.

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Seattle, Washington (August 12, 2018) –

The World Health Organization (WHO) has expressed major concern over the rise of inactive people globally. Countries such as the United States and the UK with their sedentary jobs were listed as at a greater risk.

Lyn Lindbergh, the President of COUCH to ACTIVE provided a response to the report.

“I know that deep down, most people could care less about exercise,” Lindbergh says. “And telling them to just make exercise a priority is futile.” She further explains, “There are literally thousands of fitness programs out there, and a lot of them are great. But the problem is, the hardest exercise of all is getting victory over the couch.”

Lindbergh doesn’t just stop there; she took it upon herself to write a book that is becoming the solution for this demographic to finally conquer the couch.

Lindbergh says she’s on a mission to redefine the term Exercise Motivation.

“People don’t like to be told that their priorities are messed up. Even if it’s true, it just leaves you feeling like a failure. People want to live lives they love, and they already know that means it must include exercise,” Lindbergh says. “But they don’t want to hate [exercise] or have it feel like one more chore to cross of the daily list.”

“My surprise while writing the book was how much pain is out there,” Lindbergh says. “People are sick and hurting, and they have chronic illnesses that make exercise difficult. They are not aiming for a bikini body or to win a race; they just want smile a little more. We need to meet them right where they are at, and show them how to conquer the couch in a way that also honors everything else going on in their lives.”

Lindbergh also struggles with her own chronic illnesses that make exercise difficult. “At first I thought my own illnesses would be a threat to COUCH to ACTIVE, but I quickly realized that living the example of an active life with health struggles has given hope to so many others.”

Her goal is that COUCH to ACTIVE will be instrumental in shifting nations from sedentary back to active lifestyles.

Lindbergh’s rally cry – “No more exercise we hate!”

About Lyn Lindbergh

Lyn Lindbergh, also known as The Bad Couch Guru, is the President of COUCH to ACTIVE. She is a certified personal trainer, group fitness instructor, certified mat Pilates instructor, and spent decades perfecting the art of staying active while combating a sedentary lifestyle.

About the Book

The book COUCH to ACTIVE helps people exercise consistently in a way that makes them smile more. It is a friendly step-by-step guide that works readers through behavior change and self-advocacy skills. Stories in the book include people working through fibromyalgia, rheumatoid arthritis, severe depression, bariatric surgery, quadriplegic tragedy, asthma, joint replacements, caring for others, and significant weight loss journeys. The book leaves readers with hope, compassion for themselves, and an action plan to sustain their new active lifestyle.

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Request a review copy of COUCH to ACTIVE here: beawesome@couchtoactive.com

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