

FOR IMMEDIATE RELEASE

Press Release - COUCH to ACTIVE

New Approach to Fitness Tackles the Hardest Exercise of All—Getting Off the Couch!

Bad Couch Guru offers an 8-week path to a life you'll love.

Available in online bookstores everywhere for \$29.99/hardcover.

Thursday, August 30, 2018

Seattle, Washington (August 30, 2018) - Health experts have been warning us of the consequences of inactivity for decades. Heart disease, diabetes, and a host of metabolic and chronic conditions have been linked to both poor diet and a lack of exercise. And yet, only 21% of adults in the United States currently get the *minimum* amount of exercise recommended by the Centers for Disease Control.

Adults in the US know they should exercise more consistently. However, most fail to develop and maintain the habits that will keep them healthy for the long run. Clearly, there's a missing link between having the will to exercise and actually doing it. Why is it still so hard? It's hard because getting off the couch is THE hardest exercise of all.

What if you could go from COUCH to ACTIVE in just 8 weeks without pills, potions, powders, or special equipment? The Bad Couch Guru Lyn Lindbergh shows you how to create an active lifestyle you love—one you can stick with for decades to come. This isn't about airbrushed social media photos or "one size fits all" fitness programs. Lyn's approach meets you where you are. With humor, real talk, and her trademark energetic encouragement, she helps you break through the obstacles that keep you from exercise and find ways to cultivate an active lifestyle you love.

About Lyn Lindbergh

Lyn Lindbergh has been in the trenches herself, struggling to find time to exercise, managing chronic illness, all while trying to keep up with the daily demands of a hectic life. "One day I was out for a long walk and had forgotten my headphones, so I was left with only the thoughts in my head," she says. "Everything I had learned over the previous ten years started coming together. COUCH to ACTIVE, that's the missing link! It's a LIFESTYLE change that needs to happen, not another workout program. We need to get our relationships in order. We need to have a strategy for breaking through barriers, and we need to know how to make peace with the barriers that are here to stay. We need to actually enjoy the exercise we do."

From that epiphany came Lindbergh's program, COUCH to ACTIVE. Instead of a prescriptive diet and exercise plan, COUCH to ACTIVE focuses on confronting barriers to an active lifestyle with compassion and perseverance. "We need to quit beating ourselves up and start having compassion for where we are today," Lindbergh says. "I had done this for myself and others near me; now I needed to share this gift with the world!"

Lindbergh styles herself as the Bad Couch Guru because "I believe life is better with a wink and a smile," she says. "I spent decades as a high-performing manager in corporate pressure cookers and for ten years was single-momming it. It nearly broke me, but I kicked butt and survived. I gathered my corporate savvy, education degree, and fitness certifications, and I mashed them up with my massive frustration at the fitness industry's status quo that is failing most of us. The result: COUCH to ACTIVE."

About the Book

In COUCH to ACTIVE, Bad Couch Guru Lyn Lindbergh shows you how to create an active lifestyle you love - one you can stick with for decades to come. This book isn't about chasing a perfect bikini-body or cramming you into another "let's fix you" fitness program. Lindbergh's approach meets you where you are. With humor, real talk, and her trademark energetic encouragement, she helps you break through the obstacles that keep you from exercise and find ways to cultivate an active lifestyle you love.

Imagine yourself living a life you love by honoring what's important to you; and embracing this crazy-as-bananas life while including exercise you enjoy. COUCH to ACTIVE gets you there in just eight weeks. Don't cram yourself into someone else's box - one that doesn't let you live the life you want. Aim for a life you love!

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

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Call to action

Get your copy of COUCH to ACTIVE today so you can conquer the couch before the holidays arrive!

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