

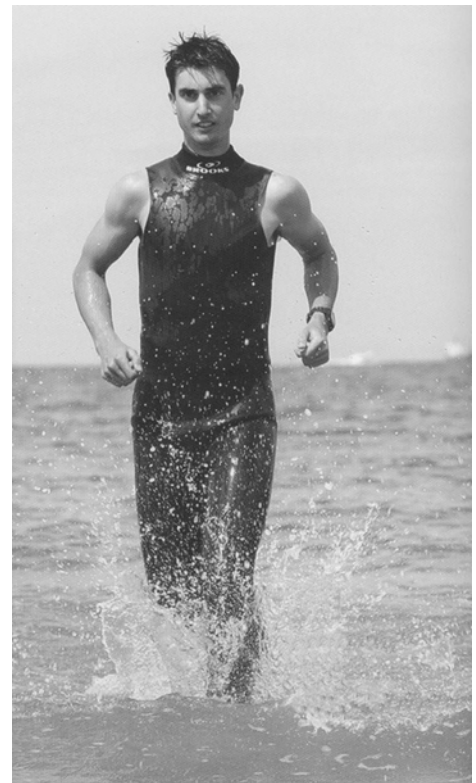
Thrive Fitness

Brendan Brazier

In his first book, *The Thrive Diet*, author Brendan Brazier demonstrated how his favourite plant-based foods can help reduce nutritional stress and promote optimal health. It is estimated that as much as 40% of the average North American's overall stress can be categorized as nutritional. With stress-related illness constantly on the rise, we have the power to take control of our health by simply improving our diet. Now with *Thrive Fitness* he shows how diet combined with the right type of exercise can dramatically improve overall mental and physical health and fitness. Brendan explains how even modest amounts of regular exercise can significantly transform the body at any age. Approximately 90% of all diseases are preventable, and most are even reversible, by eating a proper diet and sticking to a regular exercise routine. *Thrive Fitness* provides a step-by-step cardiovascular and resistance training program (complete with pictures) that can be tailored to various levels of fitness, time availability and access to equipment. This book is not just for those interested in the visual rewards of a fitter, leaner body, but also for those who seek other benefits such as improved sleep quality, stronger immune system, sharper mental clarity, reduced chance of developing disease, and increased productivity.

Thrive Fitness will be an empowering book written in an approachable tone. It will explain that the first step to achieving your goals, whatever they might be, begins with mental and physical health that is built with proper diet and regular exercise. It will include sport-specific weight training programs to complement several popular sports. This is easy to do because the exercises are already part of the standard program. All that will be added is a chart showing which exercises are most important for each sport and how to work them in.

Thrive Fitness will be an estimated 250 pages with several gray-scale pictures of exercises being performed. It will contain about 35 exercises (one exercise per page) that will each have a picture of the start and the finish of the movement. It will contain between 25 and 30 recipes and will refer readers to *The Thrive Diet* for more recipes and a full-scale meal plan.



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Thrive Fitness (Pub date: 2009)
Penguin Canada: World English Rights
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Materials available: Proposal

The Thrive Diet
Penguin Canada 2007/Da Capo USA 2008
Seventh Avenue: Translation, Film/TV
Materials available: Published book