

WORKMAN
PUBLISHING CO
708 BROADWAY
N·E·W Y·O·R·K
N·Y 10003-9555
☎ 212-254-5900
FAX: 212-254-8098

August 4, 1997

Dear Editor or Producer:

Next time you see some kids in a playground or school-yard, take a closer look. You'll notice more overweight children than there were when you were a kid.

It's not your imagination. **Since the 1960s, the number of seriously overweight children and teens in the U.S. has more than doubled.** Believe it or not, adults today--despite their many health problems--actually were more fit as youngsters than our own kids are!

Not surprisingly, interest in this topic is mounting. Recent stories in major national newspapers have cited the alarming facts: one reported that children's clothing manufacturers are adding larger sizes, another told of kids who shun exercise in favor of TV and computer games. And consider that schools can no longer use desks made in the 1940s; the larger size of today's students' posteriors will not fit.

Yet even more alarming is that you could walk into any bookstore and find practically nothing on this topic....until now.

Joe Piscatella, popular author of the best-selling *Don't Eat Your Heart Out Cookbook*, has once again risen to the occasion with his just-published book, **FAT-PROOF YOUR CHILD**. It's destined to be a bible for parents who want practical, simple advice on how to raise fit kids in a fat world.

Please check the enclosed schedule for the dates that **Mr. Piscatella will be in your city. He's available for interviews and can discuss:**

- startling statistics about the obesity epidemic among our kids
- why kids are fatter now than ever before (don't blame it on genetics)
- the connection between out-of-shape kids and adult diseases
- how our obsession with being thin is making matters worse
- six ways to get kids to be more active
- seven steps to a better diet
- the single most effective way to motivate kids to eat right and exercise

I've enclosed press materials and a copy of his book. I'll call you soon to see if you'd like me to arrange an interview. Or feel free to contact me at (516) 822-5341.

Sincerely,

Robin Bernstein

NEWS FROM **WORKMAN**

FOR IMMEDIATE RELEASE

CONTACT: Robin Bernstein
(516)822-5341

AUTHOR EMBARKS ON CRUSADE AGAINST CHILDHOOD OBESITY EPIDEMIC

**Joseph Piscatella's FAT-PROOF YOUR CHILD
Helps Parents Raise Fit, Not Fat Kids**

In what is likely the first book ever to take a comprehensive look at diet and exercise in children, author Joseph Piscatella is the voice of reason for parents trying to raise fit kids in a fat world. Indeed, the release of his new book, **FAT-PROOF YOUR CHILD** (Workman, 1997, \$15.95), couldn't have come at a better time.

That's because experts warn that we're in the midst of an epidemic of overweight and out-of-shape kids. One in four American children—20 million kids—are overweight, and more than one in ten are severely obese. The average 12-year-old today weighs 11.5 pounds more than the average 12-year-old in 1973. The number of seriously overweight children and teenagers in the U.S. has more than doubled in the past three decades, with the greatest increase occurring since 1980.

"Americans are more health-conscious than ever before," said Mr. Piscatella. "Yet the irony is that somewhere between Dad's jogging and Mom's fat-free cookies, a strange thing happened to our kids. They got fat!" Given that overweight children are more likely to become overweight adults who are prone to heart disease, high blood pressure, diabetes and cancer, this situation is a ticking time bomb not only for America's kids, but for this country's already strained medical system.

Mr. Piscatella wrote **FAT-PROOF YOUR CHILD** because the time to act is now. Problems related to obesity are very treatable in childhood, less treatable in adolescence and almost untreatable in adulthood. "Parents are the single most influential factor regarding how active and healthy a child will be," he said. His book is a blueprint for how to take action in the 'real world.'

WORKMAN PUBLISHING • 708 BROADWAY, NEW YORK, NEW YORK 10003 • (212)254-5900 • FAX(212)254-8098

But he cautions that this does not mean putting kids on the next fad diet. An unhealthy obsession with weight already exists in this country. Therefore, Mr. Piscatella explains that the aim is not to be thin, but to be fit. "The emphasis should not be on weight or appearance, but rather on changing the lifestyle habits that impact on weight and appearance, he said. "Fitness and health, not weight loss, is the goal."

FAT-PROOF YOUR CHILD outlines the steps parents can take to achieve this end. The book takes a close look at nutrition by exploring foods that are hazardous to kids' health, why kids eat the way they do and the "Seven-Step Solution" for making meals and snacks healthy and appetizing. Its section entitled "Physical Activity: A Family Affair" provides exercise guidelines and six easy ways for parents to keep kids in shape.

To top it off, Mr. Piscatella's book offers a nearly 200-page cookbook with more than 100 delicious low-fat recipes created by his wife, Bernie. It includes healthy, kid-friendly menus for just about every conceivable meal, from "After-Soccer Dinner" and "Spur-of-the-Moment Supper" to "Quick Company Dinner" and "Kids Meet Fish."

"The earlier your child develops healthy lifestyle habits, the more these choices become just that: a habit," said Mr. Piscatella. "That's what this book is about."

###

ABOUT THE AUTHOR:

Mr. Piscatella, who underwent bypass surgery at the age of 32, is a recognized authority on healthy lifestyle changes. His four earlier books on the subject have sold more than two million copies: **Don't Eat Your Heart Out Cookbook**, **Choices for a Healthy Heart**, **Controlling Your Fat Tooth**, and **The Fat Tooth Gram Counter**. He is president of the Institute for Fitness and Health based in Tacoma, WA, and is an active speaker with clients ranging from Fortune 500 companies to medical professionals.

FAT-PROOF YOUR CHILD

by Joseph C. Piscatella
comb-bound paper, 512 pages, \$15.95
ISBN: 1-56305-150-8

WORKMAN
PUBLISHING CO
708 BROADWAY
N·E·W Y·O·R·K
N·Y 10003-9555
☎ 212-254-5900
FAX: 212-254-8098
www.workmanweb.com

Spring 1998

Dear Editor/Producer:

Wouldn't it be helpful to read a restaurant menu with the fat content of each dish clearly marked? After all, you can't cut fat if you don't know where it is.

Eating out and eating healthy has just gotten easier thanks to best-selling author Joe Piscatella's **THE FAT-GRAM GUIDE TO RESTAURANT FOOD**, a one-of-a-kind book that is sure to change more than a few minds about what to order. Next time you eat out, crack it open....you'll find the fat and calorie counts for more than 3,500 commonly ordered foods.

For instance, if you feel like Chinese food tonight, would you pick the moo shu pork (page 143) or the sweet-and-sour shrimp (page 231)? Or when you run to the deli for lunch, do you choose a tuna salad sandwich or a roast beef sub with mayo (page 392)? If you're trying to stick to a low-fat diet, the answers may surprise you.

Please check the enclosed schedule for the date that Joe will be in your city. He's available for interviews and can discuss:

- common mistakes even health-conscious people make when eating out
- how to calculate your personal "fat budget," and how to use it when dining out
- menu-reading tips for finding hidden fat, no matter what the cuisine
- some surprising comparisons of dishes that will shock your audience

I've enclosed press materials and a copy of this handy book. I'll call you soon to see if you'd like an interview. Or feel free to contact me at (516) 822-5341.

Sincerely,

Robin Bernstein

NEWS FROM **WORKMAN**

FOR IMMEDIATE RELEASE

CONTACT: Robin Bernstein
516-822-5341

THE FAT-GRAM GUIDE TO RESTAURANT FOOD Makes It Easy To Eat Healthy While Dining Out --Joe Piscatella creates a unique and indispensable dining companion--

Fat-conscious Americans who make it a habit to read food labels in supermarkets may be neglecting to monitor a huge chunk of their fat intake: foods ordered in restaurants and fast-food outlets. Meals eaten out typically don't come with nutrition labels--until now. **THE FAT-GRAM GUIDE TO RESTAURANT FOOD**, Second Edition, (Workman, 1998, \$7.95), the newest book by nationally-acclaimed health authority Joe Piscatella, lists the fat and calorie content of more than 3,500 most commonly ordered foods. It is the only published fat-gram counter to sit-down restaurant meals.

It's estimated that half of all meals consumed in the U.S. are eaten in restaurants, a level that's been rising for the past five years. Over that same five-year period, the average American has gained eight pounds.

"You can't cut fat if you don't know where it is," says Piscatella. "This guide helps people make smarter choices when ordering from a menu."

Indeed, menu items can be remarkably deceiving. "Someone who virtuously orders a McDonald's salad and drizzles on two packets of ranch salad dressing actually will consume less fat with a Big Mac," says Piscatella.

Piscatella cites other choices that would stump even the savviest restaurant patron. "Which is lower in fat--London broil or Porterhouse steak? Moo-shu pork or sweet-and-sour shrimp? Crème brûlée or chocolate pudding?" he asks.

-more-

WORKMAN PUBLISHING • 708 BROADWAY, NEW YORK, NEW YORK 10003 • (212)254-5900 • FAX(212)254-8098

THE FAT-GRAM GUIDE TO RESTAURANT FOOD, small enough to tuck into a handbag or vest pocket, is organized alphabetically by category, starting with items found in sit-down restaurants, from appetizers and beverages to soups and vegetables. It also includes a separate section for 41 national fast-food chains--from Arby's to White Castle--and a list of generic fast foods such as deli sandwiches and pizza. The calories, fat-grams and percentage of calories from fat per serving are shown for each item listed.

Piscatella also offers his strategy for getting the most out of the book by budgeting your fat-grams. "It doesn't make much sense to know how much fat is in a tuna sandwich if you don't know how that amount fits into your daily fat budget," he says.

A fat budget is the maximum amount of fat you can eat each day and still be on a lean diet. The book explains how to calculate this number by factoring in your sex, height, ideal weight and activity level. Once a fat budget is established, the guide makes it easy to order foods that will keep you within your budget.

"Say your budget is 40 grams of fat per day," explains Piscatella. "As you choose foods throughout the day, you spend your budget. Ordering a Reuben sandwich from the corner deli at 50 grams of fat would break the bank."

Piscatella, president of the Tacoma-based Institute for Fitness and Health, is an active public speaker. There are more than two million copies of his other diet and health books in print, including *Don't Eat Your Heart Out Cookbook* and *Fat-Proof Your Child*. He also knows about restaurants from extensive personal experience. "I'm on the road 100 days a year, eating out during every one of them."

###

THE FAT-GRAM GUIDE TO RESTAURANT FOOD

By Joseph C. Piscatella

Paper: \$7.95

ISBN:0-7611-0950-1