

## VOLUNTEERS SOUGHT FOR FREE, LOCAL 45-DAY FITNESS PROGRAM AND DOCUMENTARY



Memphis fitness coach Becca Marino, of Fitness Inspiration, is seeking 10 volunteers, ages 18 to 69, for a free, 45-day fitness and wellness program, "The Secrets of Boosting Your Energy and Health." The program, which begins November 18, aims to help people overcome artificial energy-boosting habits and develop lifelong, natural ways to boost energy, get fit and achieve wellness.

"Forget the energy drinks and grab your athletic shoes," Marino says. "This is a 45-day journey with energy-boosting, health-improving solutions for real people, by real people." She says she is seeking all kinds of participants: stay-at-home moms, young professionals, single parents, retirees, "average Joes," all on a mission to trade in their short-term energy boosters and "snack attacks" (such as energy drinks, supplements and caffeine) for a healthier, long-term, regular exercise program. Participants also will be part of a 45-day video documentary project, during which they will capture and share their real-life moments as they journey toward better health. Those interested will go through a screening process and submit a brief written statement about why they wish to participate.

"I think most of us believe what research and science has proven for years: that exercise increases energy levels and helps us feel better," says Marino, who is also known locally for her "Best Me" fitness boot camps for children and adults. She cites several studies by Duke University and the University of North Carolina that show that regular physical activity can reduce fa-

tigue by about 40 percent. Marino explains that exercise, which pumps the blood, energizes the body because blood transports oxygen and nutrients that generate fuel for the body.

As a result, exercise also boosts our moods, relieves stress, improves cognitive functions and generates new connections in the brain, thus promoting a sense of energy.

Even so, she adds, people talk themselves out of making a habit of exercise, the natural way to increase energy, and instead grab an artificial energy booster, such as coffee, soda or energy drinks. "What would happen if 'real people' said 'no' to the quick fix and 'yes' to exercise? We're going to find out!" Marino says. "We're looking for volunteers interested in having more energy and making healthier choices so they are happier for the rest of their lives and inspire others to do the same."



FITNESS INSPIRATION INC.

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