PRESS RELEASE

For Immediate Release

For more information contact: Robert Brekke, Executive Director Publishers Design Group, Inc. P.O. Box 37, Roseville, CA 95678 916.784.0500 Fax: 916.773.7421 E-mail: marketing@publishersdesign.com <u>www.publishersdesign.com</u> Publicity agency: KSB Promotions, 800-304-3269 • <u>kate@ksbpromotions.com</u> Publicity info: <u>marketing@publishersdesign.com</u>, 1.800.587.6666

Authors' Biography for The Fit Traveler Series

Kari Eide and Lissa Mueller

Kari Eide has been a self-proclaimed "exercise junkie" for nearly 20 years. While attending California State University, Fresno, she took several courses in nutrition and physical education to further nurture her passion for physical fitness. In 2002, Eide was in a bad car accident and her fitness activities came to a screeching halt—no pun intended. The accident caused severe injuries to her right foot, heel, and ankle. After undergoing reconstructive surgery, she spent a lot of time in bed and was devastated about her inability to exercise.

When her friend Lissa, who owned the local gym, came to visit Eide, she brought along an exercise band, believing that some training with the resistance band would give Eide the mental, as well as the physical, therapy she needed. It worked beautifully, since she could do the exercises lying in bed or sitting up in a chair.

By varying where she held the ends of the band, she could increase or decrease the amount of resistance and ended up seeing amazing results. Nine months after the car accident, she went off on a vacation with her family. She decided to pack the band and found it to be the perfect workout on the road. It took up only a tiny amount of space, and allowed her to do her workouts without leaving the hotel room. During this vacation, and many since then, she often worked out while her kids were resting, or at any time she had a few, free minutes. It has been a wonderful way to vacation and still maintain a balanced exercise program. This became the inspiration for *The Fit Traveler Series*. The success of the first book led to *The Fit Traveler: Senior Edition*. Planned next are *The Fit Maternity* and *The Fit Disability* (sometime in 2008).

Lissa Mueller has been active in the local fitness arena since opening Mueller Fitness with her husband, Vance, in March of 1995. She is an A.C.E. Certified Personal Trainer and has developed fitness programs for clients of varying age and ability. She is an A.C.E. Certified Aerobic Instructor and former Group Fitness Coordinator at Mueller Fitness, in El Dorado Hills, CA. Recently, Lissa has become a physical education teacher, incorporating yoga and pilates into her students' fitness regimens, as well as educating them on the importance of lifelong healthy habits.