



## **The Fit Advocate Launches Contest to Win a Free Treadmill or Elliptical Cross Trainer**

*Craig Pepin-Donat, author of The Big Fat Health and Fitness Lie launches contest to promote new eNewsletter. Sign up for the eNewsletter and you will be entered into the drawing.*

Jacksonville, Fla. ([PRWEB](#)) October 17, 2007 -- International fitness expert, Craig Pepin-Donat, author of The Big Fat Health and Fitness Lie, has announced the launch of a contest to win a Free Smooth Fitness Treadmill or Elliptical cross trainer for anyone who signs up for the Fit Advocate eNewsletter at [www.FitAdvocate.com](http://www.FitAdvocate.com). The web site is designed to "protect and enhance the lives of health and fitness consumers" by offering hundreds of resources, articles and links to help people improve their health, with no tricks or gimmicks.

Pepin-Donat explains, "I wanted to do something special to motivate people to take advantage of all the great information we offer in our eNewsletter and to take a look at some of the incredible Fit Advocate Approved products we are offering. What better way to do that than to give people a way to win something of such high value absolutely free."

Fed up with industries and companies that trick consumers into spending their hard-earned money on products that don't work, Craig Pepin-Donat walked away from millions of dollars in compensation as a leading fitness industry executive to write his ground breaking book that exposed the inside secrets and to found FitAdvocate.com.

The Fit Advocate web site features:

- Free eNewsletter & entry to win a Free Smooth Fitness Treadmill or Elliptical Cross Trainer (<http://fitadvocate.com/newsletter.html>)
- Fit Advocate Approved Products
- Resources and information on dieting, weight-loss, fitness, health care, organic living, addiction, weight loss, and more
- Best & Worst lists of health and fitness related products
- Must Read health & fitness books
- Hundreds of resources, articles and links to help people live better
- Body Mass Index (bmi) and Resting Metabolic Rate (rnr) calculators
- An Advisory Board with top professionals from a wide variety of health and fitness industries

The Fit Advocate employs rigorous standards for all the products they evaluate and approve. The expertise of our Advisory Board is based on decades of experience in health care, the fitness industry, natural products, marketing, advertising and consumer goods. Mr. Pepin-Donat said, "We will never recommend a product that doesn't live up to its claims, is poorly manufactured or provides questionable value to consumers. If it's Fit Advocate Approved -- it works!"

### About Craig Pepin-Donat

Craig Pepin-Donat is uniquely qualified to speak about issues related to health and fitness. With over a quarter century of experience, he has operated more than 450 health and fitness clubs in 11 countries and has visited over 30 countries while studying health and fitness trends worldwide. Craig led several high profile fitness organizations as president and also served as executive vice president of sales and marketing for the world's



largest fitness organization, 24 Hour Fitness. During his distinguished career, Craig has researched and purchased millions of dollars worth of fitness equipment, dietary supplements and other health and fitness related products. From his unique experience, he has developed a keen understanding of the physiology that triggers health and fitness buying decisions and the real world issues that prevent people from attaining lasting results.

A dynamic public speaker and educator, Craig Pepin-Donat has trained literally thousands of people within the fitness industry, all over the world. Craig has created numerous professional training programs, seminars and workshops, based on his simple formula for success that have helped millions of people get on the path to living a healthier and more active lifestyle. He has dedicated his life to helping people through health and fitness education and now brings that knowledge and expertise to you in his ground breaking book, *The Big Fat Health and Fitness Lie*. He founded [www.FitAdvocate.com](http://www.FitAdvocate.com) as an ongoing platform to "protect and enhance the lives of health and fitness consumers."

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