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**PGA NATIONAL HEALTH & RACQUET CLUB
LAUNCHES EXCLUSIVE 8-WEEK LIFESTYLE MAKEOVER PROGRAM
BASED ON NATIONAL BEST-SELLING GOLD COAST CURE BOOK**

DOCTOR-DESIGNED PROGRAM SUPPORTS DISEASE PREVENTION AND WEIGHT LOSS BY
COMBINING NUTRITION AND 30 MINUTES OF EXERCISE 3 X PER WEEK

Palm Beach Gardens, FL (December 14, 2007) – PGA National Resort & Spa’s 33,000 square foot Health & Racquet Club is launching an in-club version of the *Gold Coast Cure 8-Week Lifestyle Makeover* program, made popular by the nationally best-selling book series. The program, proven to enhance wellness, prevent disease and support weight-loss, will be directed and delivered by local authors Andrew Larson, M.D. and his wife, certified health and fitness instructor, Ivy Larson. The top-selling authors will personally implement the program on an ongoing basis, now exclusively at PGA National’s Health & Racquet Club.

Featured in TIME magazine, First For Women, Woman’s Day and on CNN, the 8-Week Lifestyle Makeover focuses on a “whole foods” diet philosophy which emphasizes anti-inflammatory natural foods, combined with 30-minutes of exercise 3 days a week, to increase resting metabolism. “Our Gold Coast Cure program was created as an anti-inflammatory lifestyle program to improve the symptoms of conditions such as asthma, arthritis and fibromyalgia,” said Dr. Larson. “The additional benefits of feeling fitter and losing weight are what made the program so widely popular.”

Participants in the 8-Week Lifestyle Makeover program will learn the secrets of how to lose weight without hunger and how to get fit without going to extremes.

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An anti-inflammatory “whole foods” diet – which is easy to shop for and follow – supports a healthy metabolism providing the necessary mix of nutrients the body needs to burn fat for energy. A fitness regime that increases resting metabolism, rather than increasing the number of calories burned and time spent exercising, allows participants to exercise smarter rather than harder.

An introductory 16-classroom session of the Gold Coast Cure 8-Week Lifestyle Makeover Program will begin on Tuesday, January 15 exclusively at PGA National. The first session will include Tuesday and Thursday evening 30-minute classes from 5:30 – 6:00 p.m. covering a range of topics on weight loss and disease prevention along with individualized dietary review and recommendation, cutting edge exercise science prescription, pantry makeover and kitchen shape-up, cooking classes at Whole Foods Market, nutritional supplementation recommendations and a copy of both #1 selling books – *Gold Coast Cure* and *Fitter, Firmer, Faster*. Program participants will also receive complimentary membership to the Health & Racquet Club at PGA National throughout the course of their program as well as over 200 whole foods recipes from the Larsons’ upcoming *Whole Foods Cure* cookbook. The 16-session program is \$525.

Following the January 15 launch of the introductory 16-classroom session, a 24 session Gold Coast Cure 8-Week Lifestyle Makeover program will launch in March. In addition to what was offered in the introductory session, the comprehensive session will include eight more nutrition classes plus an exercise component including 24 group exercise sessions and 3 half-hour personal training sessions. The comprehensive program also includes more individualized guidance regarding meal planning and nutritional supplementation. The comprehensive 24-session program is \$1,200.

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“We are thrilled to be bringing this nationally acclaimed duo of health experts to PGA National,” said director of fitness, Abby Baker. “Their personal experiences, incredible wealth of knowledge, proven results and fun, supportive teaching method are sure to deliver amazing results.”

For more information, Palm Beach area residents can call Abby Baker at PGA National at 561-227-2592. To learn more about the Dr. and Mrs. Larson, visit www.goldcoastcure.com.

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Media Contact:

Strat-Comm for PGA National Resort & Spa
410-877-9056
Debbie Evans devans@stratcogroup.com