

FOR IMMEDIATE RELEASE:

PRESS CONTACT: Marla McCutcheon
Synergy Media & Consulting, Inc.; (949) 861-8260
marla@synergymediapr.com

FOR IMMEDIATE RELEASE:

PRESS #2 - January 14, 2009

PRESS CONTACT: Marla McCutcheon
Synergy Media & Consulting, Inc.; (949) 861-8260
marla@synergymediapr.com

Positive Mind Builds Positive Body in Times of Stress

Newport Coast, CA, November 1, 2008 — Today, with daily media headlines delivering news of difficult financial times, no one is immune to breakdowns, both physical and mental. Today, it is more important than ever to stay on top of your game and adopt a fitness regimen to minimize the effects of stress.

With all these money pressures and continually shifting crises, you need to get your body back in tune and, equally vital, to stop YOU running on fear and start feeling serene. Locally and nationally, Jeri Lynn Sunok's name is synonymous with whole-fitness—an exercise philosophy that incorporates a total mind and body approach to becoming fit. A fitness expert based in the Newport Coast, Jeri asserts, "With stress, the neurochemicals in our brain are thrown off balance, and we need a systematic plan to return to homeostasis or a naturally calm state."

One-size-fits-all workout gimmicks and high-tech exercise gadgets don't make this kind of difference in people's lives day in, day out. Instead, you need to gain that steadiness in mind and spirit, while gaining strength in body. This is the distinctive understanding Jeri brings to her clients, making a serious impact on fitness and consciousness all at once. And why, in these stressful times, her know-how and insight are especially valuable. Before Jeri embarks on any kind of exercise regimen with her clients, for example, she brings them to a starting place of equilibrium. She teaches people how to tap into all the ways they can change their response to anxiety and exercise. For instance, if people feel anxious or lethargic, Jeri recommends that they send empowering messages to themselves. Even simple affirmations, such as "Breathing makes you stronger," boost strength during exercise and in their lives.

The comprehensive approach in Jeri's trademarked Fit Enlightenment™ program makes such results stick. Jeri guides people to use their own intuition, tapping into their experiences of the now, as well as the past. As Jeri has proven, when people become completely fit and happy in both body and mind it surfaces a consciousness and inspiration that people didn't ever realize existed. Ultimately, positive mind builds positive body. You gain a calming of the mind through positive energy flow to the brain and spirit.

For more than 30 years, with her personal touch and sensitivity, Jeri systemically shapes workouts with fun, flexibility, blissful humor, and intelligence. Jeri says, "I just give clients the tools they need to go from awareness to powerful results, from conflict to acceptance, from ego to reality and self nourishment." Her workout is always changing and executed in segments of weight training, neuromuscular skills, yoga, kickboxing, stretching, meditation, anatomy awareness, and more. She tailors these to work just right, even for the most demanding: Jeri is famous for her infinite ab exercises and 100- and 200-reps Ab Club.

The founder and owner of *Fitness Intuitive™*, Jeri expertly trains Orange County's who's who of famous residents. To date, as a fitness trendsetter and trailblazer, she has developed more than 10,000 signature workouts and many innovative programs, each one specially designed for a specific client, audience, or readership.

Jeri will soon be sharing her wealth of experience and information with the public at large on her Web site (fitnessintuitive.com) that guarantees to spark the interest of many with her exclusive section labeled ALL ACCESS CLUB and in other media forums, including her forthcoming book, *Fitness Intuitive: A Happy Mind, a Happy Body*. Jeri, who studied sports medicine in college, was a fitness pioneer even at age 19. Her career was on the fast track from the start. She was the developer/trainer of the Corporate Fitness Program for *Columbia/Universal Television*, working with celebrities who stood in front and behind the Hollywood scene. She's written hundreds of provocative articles published worldwide as editor for *FLEX*, as well as other top fitness publications. Over the years, she has been featured in more than 20 magazines, including recent recognition by *GLAMOUR* magazine as a top trainer for office exercise tips, and soon to be seen in OC Newport Coast's *LOCATION 3* magazine.

###