



STRIKE IT HEALTHY FAMILY FITS TRENDS FOR COMING YEAR

Americans strive to balance health and economy

GALLOWAY, NEW JERSEY - The struggling economy has affected Americans from every walk of life. Now, it is expected to impact one of the most popular holiday traditions.

Of the millions of New Year's resolutions made every year, many often deal with health and weight loss. Many expect the desire to lead a healthier lifestyle and the need to be more budget conscious will meet in the struggling 2009 economy.

"Consumers are going to need to find nutrition solutions that provide the benefits they are looking for at a reasonable cost," said Therese Pasqualoni, Ph.D., JT-MS, CHES, ACSM-HFS, ACSM-CET, ACSM-PT, a national health and fitness expert and developer of the award-winning Strike It Healthy program. "People will need to put their money where their health is."

While expenditures like gym memberships or home fitness equipment may receive additional scrutiny in the household budget, Pasqualoni says it is more important than ever for American families to understand the need for developing healthier habits, especially for children.

"Today's children are living more sedentary lives, making it crucial for us to provide parents scientific tools and information to help them reverse that trend and, by doing so, improve their child's energy levels, academic and physical performance and self-confidence," she said.

The skyrocketing rate of childhood obesity and the severe problems that children could face as a result led Pasqualoni to design a component of her program specifically for families.

Her new website, www.strikeithealthyfamily.com, provides parents comprehensive nutritional and exercise information designed to help individuals of every age achieve long-term health benefits.

Programs like Strike It Healthy Family seem to line up with the dieting and nutrition trends that the American Dietetic Association has noticed through its annual surveys over the past 17 years. While the surveys show that the average American does not know as much as they should about eating well, the numbers of people who are actively seeking information about eating healthy has doubled since 2000.

It is putting that information to use which Pasqualoni has stressed throughout her career serving as a health and fitness counselor in both the corporate world and in private practice.

"Empowering individuals to take responsibility for their health is the key to their success," she said. "Proper information is where a person's resolution will meet results."

For more information, contact Philip J. Pantano at (716) 512-9723, or visit www.strikeithealthyfamily.com.