

Press Release Template Example

FOR IMMEDIATE RELEASE

HEADLINE

There's a Better Way to Get the Beach Body You Crave
Trainer Paul Rodgers Releases New Fitness App

SUBHEAD

DATE & LOCATION

Minneapolis, June 28, 2020 - Don't waste your summer sitting on the sidelines! Instead of hiding in the shadows and dressing to cover up your trouble spots, make a meaningful life change with A Better Way's new fitness app. This revolutionary approach to weight loss was designed by noted fitness trainer Paul Rodgers to be suitable for people of all fitness levels.

LEAD

BODY

"I created A Better Way because I was tired of my clients coming to me feeling as though they'd failed if they didn't live up to the images of Photoshopped celebrities in magazines," Rodgers said. "A Better Way will help you reach your fitness goals with a realistic nutrition and exercise program, but the program also focuses on building self-confidence. It's not enough to simply look good. I want you to feel good, too."

Jana Jacobsen, country singer and songwriter, has worked with Rodgers for the past two years to get in shape for her upcoming tour. She's lost 35 pounds on a personalized exercise program and credits Rodgers with giving her the confidence she needed to take her career as a performer to the next level. "A Better Way is the next best thing to working with Rodgers one-on-one," Jacobsen said. "I use this app when I can't meet for in-person training sessions. It keeps me motivated to reach my weight loss goals, even when my busy schedule makes it tempting to skip workouts in favor of fast food and Netflix."

A Better Way features training videos, a food journal, inspirational success stories, a weight loss tracker, and professional advice from Rodgers. The app is available for \$9.99 on Google Play or the iTunes App Store.

CONCLUSION

BOILERPLATE

About Paul Rodgers

Paul Rodgers is a certified fitness trainer with over one million followers on social media. His unique philosophy resonates with men and women who've tried unsuccessfully to lose weight in the past. Find out more about Rodgers and download print-ready graphics at ABetterWay.com.

PRESS CONTACT

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