



FOR IMMEDIATE RELEASE

The Lean Beret's 30X30 New Year's Challenge begins January 1, 2010

Nearly 80% of Americans are overweight and/or are out of shape. This is a time for strength and action – the future of America depends upon it!

The Lean Berets are issuing a serious New Year's 2010 challenge which can be one of the solutions for America's degrading health. We want all Americans to exercise for at least 30 minutes a day, every day for at least 30 days. The Lean Berets 30X30 Challenge can change your life for the better, mentally, physically and even spiritually. Dedicate and execute after you declare NO excuses for yourself. Report for duty and get started.

Thirty minutes is the absolute minimum adults should be exercising per day. Exercise all at once or in smaller increments, just get in 30 minutes for 30 days, everyday.

It takes 21 days to form a new behavior and six months to create permanent change. One full month of regular exercise can set behavior and result in solid healthy changes. Replace excuses with action. Just move—there is no pace or intensity requirement. You will not need a rest day. One day take a walk or do yoga. If you are fitter, go for a challenging bike ride but work on flexibility the next day. Thirty days in a row is the goal.

Dedicate 30 minutes for your health and the health of the USA. No more excuses about how cleaning the house is exercise. No one has lost weight by cleaning the house. Dedicate a block of time to exercise only because it is a higher level of commitment. America, stand up and reach for a higher goal. Take away your own excuses. Trust The Lean Berets. Dedicate 30 minutes of exercise per day for 30 days; it will yield results. We want a stronger and Healthier USA.

The attached video link has pictures of people with various level of fitness that have made significant health changes by engaging in The Lean Berets' 30X30 Challenge. Click link to view 30X30 Challenge YouTube Video:

<http://www.youtube.com/user/TheLeanBerets#p/a/u/0/7HOk2siDZq0>

For more information, contact The Lean Berets founder Ron Jones.

www.TheLeanBerets.Com • Avengers of Health!

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