

FOR IMMEDIATE RELEASE

Contact: Lisa Braun Dubbels
Catalyst Publicity & Promotion Group
Phone: 651.343.7315 (24 hrs)
Phone: 612.234.7560
lisa@catalystpublicity.com

Author loses 110 pounds using portion control and journaling, creates new diet/fitness journal to help others reach their weight loss goals

(Minneapolis, MN)—Research reported in the *American Journal of Preventative Medicine* found that people often double their weight loss when using a food journal. Now a new food and fitness journal goes one step further by combining record-keeping pages with inspirational daily affirmations.

The Positive Portions Food and Fitness Journal (Fairview Press, \$14.95) is the brainchild of Shannon Hammer. A Redondo Beach resident, Hammer joined a support network for overeaters in 2003, and lost an amazing 110 pounds—a loss she continues to maintain to this day. She credits much of her success to keeping a daily food and fitness journal.

“Diet journals are incredibly helpful, but many of them are just so boring and clinical,” says Hammer. “If you’re going to reinvent yourself, don’t you want an inspirational companion for the journey? That was my incentive for writing *Positive Portions*.”

Like other wellness journals, *The Positive Portions Food and Fitness Journal* allows you to track the total number of calories, fat, protein, carbs, and fiber you consume. And whether you follow structured workouts or just maintain an active lifestyle, additional journaling sections help you keep track of that activity so you can monitor the calories you are burning.

“But the unique aspect of *The Positive Portions Food and Fitness Journal* is the six-month collection of inspirational daily readings,” says Hammer. “Each reading contains an uplifting message on goal-setting, persistence, the value of a support network, or some other topic of interest to anyone embarking on a wellness program. It’s like a support group in a book.”

The Positive Portions Food and Fitness Journal (Fairview Press, \$14.95) is available in bookstores now, or directly from the publisher by calling 1-800-544-8207 (at a 20% discount plus free shipping). For more about the author, visit her website at www.positiveportions.com.

ABOUT THE AUTHOR

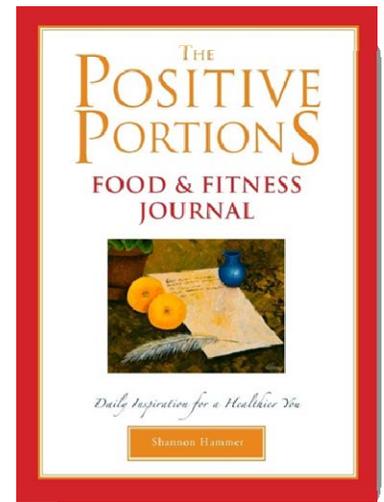
Shannon Hammer is a marketing communications professional and freelance writer, and lives near Los Angeles, California, USA.

FAIRVIEW PRESS

Fairview Press publishes books dedicated to the physical, emotional, and spiritual health of children, adults, and seniors — specializing in books on Aging and Eldercare; Grief and Bereavement; Health and Wellness; Inspiration; Parenting and Childcare. Fairview authors have been featured on CNN, CBS, NBC’s *Today* show, National Public Radio, and in hundreds of other local, national, and international media outlets. Fairview Press is a division of Fairview Health Services, a regional health care provider affiliated with the University of Minnesota. This affiliation, combined with award-winning books, has caused industry experts to name them as one of the “Top 50 Dependent Publishers” in the United States. For more information, visit their website at <http://www.fairviewpress.org/>.

THE POSITIVE PORTIONS FOOD & FITNESS JOURNAL by Shannon Hammer

Fairview Press • ISBN-13: 978-1577492283 • PRICE: \$14.95 • On sale: January 25, 2010
120 pages • Hardcover with audio CD





From the author, Shannon Hammer

A food and fitness journal can double your weight loss, according to research reported in the *American Journal of Preventative Medicine*. In addition, ABC News reported that writing down your food **can help you lose weight twice as fast.**

My own personal experience attests to the power of writing down one's food. I have been maintaining an over 100-pound weight loss for over six years by adopting a **long-term, holistic approach to wellness** that included writing down everything I ate.

Keeping a food journal was instrumental to my success—it provided me with the awareness and accountability I needed to take responsibility for my wellbeing. I got to see exactly what, when, and how much I was eating, which enabled me to take positive action, such as planning meals in advance, eliminating trigger foods, and choosing healthy portions.

Taking care of my physical needs gave me insight into my emotional ones. I learned to identify when I was reaching for food not out of physical hunger, but from stress, fatigue, or emotions. I learned to **curb impulsive eating and process my feelings** in ways that didn't involve food, such as exercising, resting, and connecting with friends.



Even though I've been maintaining a healthy weight for several years now, I still keep a daily food journal as part of my lifelong commitment to wellness. I know that if keeping a food journal helped me to achieve my goals, it can help you to achieve yours.

I want to hear from you! Tell me how you're doing, how The Positive Portions Food & Fitness Journal is working for you, and how you're progressing in your journey. Please email me at Shannon@positiveportions.com.

The Positive Portions Food & Fitness Journal:

- Works with all diets and exercise programs
- Can be started any day of the year
- Combines the inspiration of a daily book of wisdom with the practicality of a food diary
- Contains a built-in bookmark so you never lose your place
- Travels easily in purses, briefcases, backpacks, and luggage
- Gives you the inspiration to get started working on your goals
- Offers solutions such as how to stay motivated, get back "on the wagon," set up a support network, and much more!

Why Using a Food and Fitness Journal Works



A food and fitness journal is one of the most effective tools you can use to lose weight and keep it off--and at a time when Americans are spending \$35 billion a year on weight-loss products, it's good to know that the solution to permanently keeping off extra weight is as inexpensive as a pen and paper.

So why does keeping a food and fitness journal work? A food and fitness journal offers these benefits:

- **Provides accountability.** Almost everyone agrees that accountability is crucial to any successful lifestyle change, including losing weight, sticking to a healthy eating plan and increasing fitness. We can't rely on our memories to accurately assess how much we're eating. Seeing our food written down gives us the much-needed accountability to adhere to our healthy eating plans.
- **Increases awareness.** Food and fitness journals force an increased awareness of habits and eating patterns. When we write our food down, we can follow our eating patterns, which helps to highlight pitfalls that may have previously gone unnoticed.
- **Enables you to track your progress.** A food and fitness journal is a written log of your progress. You can look back and see how far you've come, which will encourage you to keep moving forward.
- **Helps us stick to our healthy eating plan.** When we know we'll be writing down our eating in our food and fitness journals, we tend to reach for healthier food and manage our portions.
- **Reinforces our commitment to our health.** Every time we write in our food and fitness journal, we're sending ourselves a message that our health is important and we're worth the effort.

Are you eating the correct portion?

Suggested serving sizes from the USDA:

- 1 oz. meat: size of a matchbox
- 3 oz. meat: size of a deck of cards or bar of soap—the recommended portion for a meal
- 8 oz. meat: size of a thin paperback book
- 3 oz. fish: size of a checkbook
- 1 oz. cheese: size of 4 dice
- Medium potato: size of a computer mouse
- 2 Tbsp. peanut butter: size of a ping pong ball
- 1/2 cup pasta: size of a tennis ball
- Average bagel: size of a hockey puck

About *The Positive Portions Food & Fitness Journal* Shannon Hammer

(444 words, ©2010, Shannon Hammer. For permission to use this excerpt on a one-time, non-exclusive basis, contact Lisa Braun Dubbels, Publicist, at 651.343.7315, or lisa@catalystpublicity.com)

Research reported in the *American Journal of Preventative Medicine* found that people often double their weight loss when using a food journal. *The Positive Portions Food & Fitness Journal* author Shannon Hammer knows this to be true from first-hand experience—she’s been maintaining an incredible 100 weight loss for over six years, a success she credits mostly to keeping a food and fitness journal.

Overweight since childhood, Hammer spent most of her life unsuccessfully attempting to lose weight and keep it off by following endless diets, joining numerous gyms and health clubs, and ingesting shakes, pills, teas, and supplements, all promising to melt off pounds. Sadly, Hammer’s efforts turned out to be ineffective (and expensive) solutions that led her not to permanent slimness but to the “yo-yo” pattern of losing and gaining large amounts of weight in short periods of time. Eventually, Hammer’s weight crept up until it reached her top weight of 230 pounds.

Desperate, in 2003 Hammer picked up a new tool—a food and fitness journal. Every morning she began planning out and writing down her daily meal plan. This gave her the structure she needed to make good food choices and the accountability to stick to her plan. Hammer learned portion control by weighing and measuring her food on a kitchen scale to ensure she was eating the proper amounts. She learned how to identify healthy portion sizes, which eliminated overeating at restaurants.

Along with physical benefits, using a food and fitness journal also brought Hammer emotional and behavioral benefits. Having a written down plan allowed her to curb impulsive eating, which then helped her identify underlying emotions that drove her to food, such as stress, anger, and fatigue. She was then able to replace mindless, impulsive eating with healthy behaviors such as exercise, meditation, and calling supportive friends and family members. After three years, Hammer lost her excess weight and gained physical fitness, high-self-esteem, and healthy ways of coping.

Using her wealth of first-hand experience, Hammer wrote *The Positive Portions Food & Fitness Journal* to be more than just a diet diary or exercise log—she wrote it to be a support group in a book. Along with allowing users to document their daily calories, fat, protein, carbs, and activity levels, *The Positive Portions Food & Fitness Journal* also contains a six-month collection of inspirational daily readings.

Users will benefit from uplifting messages on wellness-related topics like goal-setting, persistence, the value of a support network, and others that offer support and guidance. *The Positive Portions Food & Fitness Journal* works with any diet plan and exercise program and acts as a supportive, inspirational companion to everyone’s personal health goals.

Shannon Hammer currently lives in Redondo Beach, California, with her husband Mark Christopher (MC) Hammer. She continues to write down her food to this day. *The Positive Portions Food & Fitness Journal* can be ordered from www.positiveportions.com or directly from the publisher, Fairview Press, at 800-544-8207.