



Thrive Fitness: The Vegan-Based Training Program for Maximum Strength, Health, and Fitness (Da Capo, 2010)

In an easy-to-apply system, complete with detailed exercise descriptions and pictures, Brendan Brazier explains his ground-breaking approach to fitness and how you can gain maximum results in minimal time. *Thrive Fitness* is not simply a program; it's a way of life.

As one of only a few professional athletes whose diet is 100 percent plant-based, Brazier is a professional Ironman triathlete, two-time Canadian 50k ultra marathon champion and the creator of an award-winning line of whole food nutritional products called VEGA. Brazier researched and developed this easy-to-follow program to enhance his performance as an elite endurance athlete. In addition to being completely plant-based, the recipes in *Thrive Fitness* are free of all common allergens: wheat, gluten, dairy, soy and corn.

Brendan is recognized as the world's foremost authority on plant-based nutrition for athletes, and as such, presents a lecture in an online Cornell University certificate program. www.ecornell.com/brazier

Having raced Ironman triathlons professionally for seven years, Brazier shares his “high yield,” time-saving training techniques in *Thrive Fitness*.

Brazier developed *Thrive Fitness* to quickly and proficiently increase overall strength without developing muscle mass. Strong muscles = efficient muscles, therefore the stronger a muscle is, the less energy it needs to expend to move. Consequently, *Thrive Fitness* is a means to significantly boosting energy – by creating a more efficient body, one that moves with grace and ease – while expending little energy to do so. The result is not just a major boost in athletic performance, but an enhanced overall quality of life. Greater functionally boosts energy, sleep quality, and the immune system. Yet it decreases fatigue, risk of disease, and sugar / caffeine cravings.

Learn how in just 45 minutes three times a week you can:

- Sculpt, strong, lean functional muscles that move with grace and ease
- Prevent sports injuries and strengthen, bones, tendons and ligaments
- Boost heart health and efficacy
- Reduce body fat and inflammation
- Increase sleep quality and energy levels
- Cut sugar cravings and dependants on caffeine

In addition to physically gains, Thrive Fitness explains in detail how to reap non-physical benefits that include:

- Right-brain stimulation which helps develop and cultivate creative thought
- Improve subconscious problem-solving ability
- New neurotransmitters creation
- Improved memory
- Greater willpower, focus and the ability to work more efficiently
- Reduced risk of developing depression

Living the *Thrive Fitness* lifestyle will dramatically reduce the risk of developing type-two diabetes, arthritis, osteoporosis and North American's number-one killer; cardiovascular disease.

Nutrition section that includes:

- 30 whole food, plant-based, sport-specific, performance enhancing recipes that are free of all common allergens including: wheat, gluten, dairy, soy, corn and yeast
- The top foods to help fuel performance before a workout, the top foods to eat during a workout to keep you going strong, and the top foods to speed recovery and prevent soreness after a workout

Also Includes:

Sample Meal Plan

Shopping List for top performance foods

Running Mileage-buildup Chart

Training / Nutrition Log sample

Travel section: maintaining the *Thrive Fitness* lifestyle while on the road

Running-specific exercise to prevent shin splints, knee pain and low back soreness

Find the intensity that's right for you. Whether you're new to active living or a high performance athlete, *Thrive Fitness* can be tailored to boost your condition.

To request an interview with Brendan Brazier, you may email: media_request@brendanbrazier.com

To request a review copy, please contact Kate Burke: Kate.Burke@perseusbooks.com

Praise for Brendan Brazier's *Thrive*

"*Thrive* is packed with invaluable information that can assist anyone at any level. It is truly an excellent book." - **Bruny Surin, Olympic gold medalist (4 x 100 meter relay, Atlanta 1996), 4th fastest human ever.**

"*Thrive* has revolutionized the way I go about fueling my body and helped push me to a higher level of performance and workout recovery. The guidelines in *Thrive* work to help maintain your body's optimal health level whether you're a world-class athlete, a 9 to 5'er or a stay-at-home mom.

Brendan breaks down the technical jargon and gives you an accurate, concise outlook on the way the human body works in high-stress situations and how the right form of diet and exercise can change your life for the better. In this book, Brendan gives you his years of knowledge in diet and athletic achievement in an easy-to-read, fully digestible form. There's no other resource like it out there." - **Mac Danzig, Ultimate Fighter 6 Champion. UFC fighter**

"During my fifteen years in the strength and conditioning industry I've read just about every nutrition book that's come down the pike. Not too many of them, however, has had the lasting impact that *Thrive* has. Because of what I learned from Brendan I have completely revamped my own nutritional program and in my mid thirties, I'm feeling and performing better than ever. More importantly, I've started using his recommendations with all of my high level athletes and they are setting new personal bests and recovering faster than ever before. I can't say enough good things about *Thrive* and honestly believe that every athlete, trainer or coach owes it to themselves to read it." - **Jason Ferruggia, Chief Training Adviser, Men's Fitness Magazine**

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