



***Thrive: The Vegan Nutrition Guide to Optimal Performance in Sports and Life* (Da Capo, 2009)**

*Thrive* is the first and only comprehensive nutrition book written for the vegan athlete. It was designed to develop a lean body, sharp mind, and everlasting energy from whole, natural foods.

As one of only a few professional athletes whose diet is 100 percent plant-based, author Brendan 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* are free of all common allergens: wheat, gluten, dairy, soy and corn.

Brendan is regarded as the world's leading authority on plant-based nutrition for athletes, and as such, presents a lecture for an online certificate program at Cornell University that is based on *Thrive* and his latest book, *Thrive Fitness* (Da Capo, 2010). [www.ecornell.com/brazier](http://www.ecornell.com/brazier)

Having raced Ironman triathlons professionally for seven years, Brazier shares his fueling and recovery secrets in *Thrive*.

*“At the age of 15 I decided that I wanted to become a professional Ironman triathlete (2.4 mile swim, 112 mile bike, 26.2 mile run). I looked at training programs of some of the top professional Ironman triathletes in the world with the plan of mimicking their routine. Seemingly odd, their programs differed little from the average athletes. If training discrepancies were minimal, what then caused some athletes to become great while others remained average? As I discovered, training wasn't the only factor, far from it. In fact, the most significant difference between the upper echelon of elites and moderately-performing armatures had little to do with training. But rather recovery. As I learned, the difference between average and breakthrough performance hinged on the rate at which the body could regenerate itself. Discovering that food choices can account for up to 80% of the total recovery process, my focus shifted toward nutrition.”*

*Thrive* is the result of 15 years of trial and is backed by research and science.

*Thrive* features:

- Natural ways to improve sleep quality and boost energy
- Strategies to reduce stress and therefore its symptoms (excess body fat, sugar cravings, etc)
- Ways to become and stay strong and lean indefinitely
- Best pre-event meals to fuel performance
- Best post-workout recipes to reduce inflammation and speed cellular regeneration
- Travel tips – how to maintain a healthy diet while on the road
- Environmental sustainability – how *Thrive* can help you reduce your carbon foot print
- Complete with 100 plant-based recipes and a 12-week meal plan
- Sport-specific recipes for whole food, performance enhancing:

- energy bars
- sport drinks
- energy gels
- recovery smoothies

Having become a renowned expert on nutrition and health, in 2006 Brazier was invited to address congress on Capitol Hill. He spoke of the significant social and economic benefits that could be achieved by improving personal health through better diet. The focus of his speech was to draw attention to the role that food plays in the prevention of most chronic diseases currently plaguing North Americans.

To request an interview with Brendan, you may email: [media\\_request@brendanbrazier.com](mailto:media_request@brendanbrazier.com)

To request a review copy, please contact Kate Burke: [Kate.Burke@perseusbooks.com](mailto:Kate.Burke@perseusbooks.com)

### **Praise for *Thrive***

“*Thrive* is an authoritative guide to outstanding performance, not just in top-level athletics, but in day-to-day life. Written by one of the world’s leading authorities on nutrition for professional athletes, it brings sports enthusiasts to their peak and helps everyone—athlete or not—to recover from stress and feel their best. This book sets aside the myths that have held many people back, and provides a state-of-the-art program for top health.” – **Neal D. Barnard M.D. President, Physicians Committee for Responsible Medicine**

“Brendan Brazier tells a very important story, one that is vital for the thousands, even millions, of individuals who train for athletics only to unnecessarily harm their body and therefore performance through poor nutrition. *Thrive* is a must read.” – **T. Colin Campbell PhD, best selling author of *The China Study* and professor at Cornell University**

“There is only one way to be happy in later life and that is to avoid the degenerative illnesses that inevitably come from eating a standard diet. Brendan Brazier’s *Thrive* will increase the micronutrient density of your eating style and enable you to live longer, live healthier and thrive.” – **Joel Fuhrman M.D. Bestselling author of *Eat to Live* and *Eat for Health*.**

“*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), 4<sup>th</sup> fastest human ever.**

“Brendan’s knowledge is second to none. I read *Thrive* and was enthralled that, after reading so many books and meeting with so many experts, Brendan was able to explain his thoughts on nutrition in such a clear and insightful way. My copy of *Thrive* rests alone in the kitchen, tattered pages stained with beet juice and hemp oil. I only hope my competition doesn’t read this book until after I’m done competing.” – **Simon Whitfield, Olympic gold and silver medalist (triathlon, Sydney 2000 and Beijing 2008 respectively)**

"*Thrive* is a life changing book! The nutritional approach that Brendan has created is amazing, and all backed with powerful facts. If you want to reduce stress, feel great and attain peak performance, get *Thrive*! I recommend it to all my athletes, clients and friends" – **Jon Hinds, former strength coach of the LA Clippers, advisor to MLB and NFL teams**

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