

The Bodyguard Diet

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The Bodyguard Diet Arms Readers to the Teeth **With Simple Tactics for Better Personal Health & Fitness**

MIAMI, FL – Iztok Plevnik is a man on a mission – a life saving mission. He is convinced that the increasing percentage of obesity in the U.S. – despite countless diet programs – is due in large part to the absence of a “keep it simple” approach. It’s also his belief that most people only need a “quick start guide” outlining the basics, rather than some intimidating text that will never be finished. That is exactly what he delivers in his new book, *The Bodyguard Diet: The Life You Save May Be Your Own*. In it, he addresses common excuses for not getting started and then lays out a simple plan of action for eating and exercising in a way that gets results. The book is currently available at online sites including Amazon.com and through other select book retailers.

“It sounds strange, but we are literally eating ourselves to death in this country,” says Iztok Plevnik, author of *The Bodyguard Diet: The Life You Save May Be Your Own*. “People need to realize that good health and fitness is really in their own hands and it’s not as complicated, time-consuming, or as expensive as they might think.”

This elite bodyguard to world entertainers, captains of industry and political movers and shakers gives his readers a quick overview of the essentials about nutrition, without overwhelming them with a lot of distracting details. Instead of dwelling on intricate, hard-to-follow concepts, he summarizes key information in a practical action-oriented format. After briefly discussing the characteristics of key nutrient groups he moves on to explain the best way to eat and why the body processes food most efficiently when consumed in this manner. The following topics are also included:

- Complete meal plans built around a balance of vitamins, minerals, protein and yes, even “good” carbs and fats
- Stylishly illustrated tips demonstrating the proper size of food portions, and how to best eat throughout the day
- Easy to implement, full-body workouts that include photo-illustrated strength training and abdominal exercises
- Quick-reference food value tables, Charts that clarify optimal calorie intake for men and women of different heights and weights, plus other useful at-a-glance graphs
- Bulleted summaries on exercise and nutrition in the closing chapters

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“Iztok has a unique ability to communicate sound dietary advice in a way that’s simple and easy to understand,” said immunology specialist Carlos J. Pinella, M.D. “That will allow readers to more easily apply the lessons learned in *The Bodyguard Diet* to live a longer, healthier life.”

Professional figure skater and national competitor at the U.S. Figure Skating Championships, Jill Ann Skrzycki adds, “As a female athlete, maintaining a healthy diet and effective exercise routine is essential to staying in shape. This book provides you with all of the tools and inspiration necessary to make that happen.”

So who is *The Bodyguard Diet* for? Well, it’s not just for bodyguards and figure skaters. This is a realistic lifestyle approach to health and fitness that is intended for anyone including:

- People looking for a no-nonsense, hit-the-ground-running approach to diet and exercise
- Men and Women in need of strategies that will work with their fast-paced lives that do not always allow for convenient exercise and healthy dieting options
- Students and young adults who want a healthy approach to fitness for reaching athletic training goals
- Individuals living with a variety of medical conditions that require careful attention to eating habits and regular exercise

PROMOTIONAL ACTIVITIES FOR THE BODYGUARD DIET

The scheduled marketing efforts for *The Bodyguard Diet* are built around an aggressive mix of media that will ensure frequent and high visibility for the new title.

New Reality TV Series

The Bodyguard Diet will be prominently featured in the upcoming reality TV series, “The Protectors.” **The Protectors** is a one-hour weekly docu-drama that is currently shooting and will debut this fall on The Discovery Channel. Starring Iztok Plevnik and broadcast internationally, “**The Protectors**” takes viewers inside the world of high-level international security bodyguards who have protected Kings, Popes, Presidents and Celebrities.

Advertising

Select advertising and promotional efforts are planned for key book trade publications prior to the fall launch of “The Protectors.” Print advertising in consumer publications will immediately follow that, with an emphasis on national and major market newspapers.

Publicity

A full range of PR activities will take place. Among them will be a national book tour in top markets, cross-country morning drive radio tours, author appearances on national network and cable TV morning shows and health programs, and a targeted review copy mailing to editors. Feature stories, author opinion pieces and mattee reviews will also be placed in target publications.

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ABOUT THE AUTHOR

Iztok Plevnik is a founding partner of Z7 Force Protection, a personal protection service for celebrities, athletes, high-ranking government officials and business executives. He previously worked as a professional model, and was represented by Wilhelmina Models in New York City. Prior to this, Plevnik exercised his skills as a fitness and nutrition expert while working as a personal trainer for a variety of clients ranging from elite athletes to the physically challenged. Born in Slovenia, Plevnik also served there as a military bodyguard and was named European Kickboxing Champion in 1994. He currently resides in Miami, Florida.

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