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Fitness Journal

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OCTOBER 2009

Is the Fat-Burning Zone a Myth?

The Wellness
Culture



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HEALTH & FITNESS ASSOCIATION



THE WELLNESS CULTURE: Self-Responsibility at Last

By Alexandra Williams, MA

Based in Charleston, South Carolina, Chris McNeil figured out a unique way to bring health a little closer to people. “I was running fitness studios and saw the need to promote healthy dining to the community and get exposure for the business as well. I knew that one of the biggest challenges for clients trying to lose

weight was dining out. They felt like they had to quit going to restaurants in order to achieve their fitness goals. Since our society enjoys the celebration and social aspects of dining out, I knew it wasn’t realistic to expect them to eat only at home. So I created FitMenu. Health-oriented businesses become sponsors of restaurants that agree to provide healthy menu items. People can then search our website (www.fitmenu.net) for items that are low-fat, low-sugar, high-protein, high-fiber, low-sodium or vegetarian, and feel confident knowing that the restaurant will have foods they can eat.”

In the process of expanding FitMenu nationwide, McNeil has even stepped away from running training studios to focus full-time on his project. “It is my mission to show people that there is really no sacrifice in eating healthily—it is just being conscious.”





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How Good Can Healthy Taste?