

SPEAKER-COACH PRESS RELEASE

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Sifu Slim The 'Daily Fitness Habit' Coach

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'Retro' Fitness Coach Sifu Slim Turns the Clock Back 100 Years to Help the Busy and Stressed Out Eat Right and Stay In Shape

Healthy Lifestyle Advocate Says Secret to Fitness Success Is In Making Training
A Daily Habit and Taking the 'Work' Out of the Workout

SANTA BARBARA, CA –

At 6'2" and a lean 170 pounds, the 50-something-year-old wellness educator says his diet and exercise approach was born out of necessity from "living out of a suitcase." Since relocating to Santa Barbara from Spain several years ago, it has become his full-time occupation as a personal "healthy lifestyle" trainer.

"If anyone could bottle exercise, 100 percent of the world's population would buy it," Sifu says smiling. "If you could bottle what you get from exercise, the world might run out of bottles. Exercise does take time, but, once you get fit, it's certainly more fun to jog on a tree-lined path than it is to be cooped up on the couch or at the computer screen."

When considering a person's health and wellness, Sifu Slim says to "It's not about the scale, it's about activity."

Since becoming a full-time personal lifestyle coach and professional public speaker, Sifu Slim has led corporate exercise and educational sessions at conferences and trade shows, trained hundreds of clients and authored a number of books about the concept of maintenance fitness.

He has developed a series of instructional DVDs, including 'The Business Traveler's Workout', the 'The Golfer's Workout', the 'Lake Geneva Workout' and the 'Napa Valley Workout', all shot on location to provide attractive and motivating scenic backdrops.

"Sifu (*see-foo*) means 'teacher' in Cantonese and the character was developed as a persona meant to cut across cultural and national boundaries," he explains.

A characteristic common to all of his programs is the promotion of physical fitness as a daily habit and something that can be done anywhere with little or no equipment.

"The magic is in doing it," he says simply. "Many people say they are too busy to work out or get to the gym. Well, I have an answer for them. It's called 'maintenance fitness' and it's the most time and space efficient program available. All of my work shows how anyone can keep fit anywhere including right near or right in your home."

For more information or to arrange a personal training session or speaking engagement [contact Sifu Slim](mailto:contact@SifuSlim.com).
MaintenanceWorkout.com