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**FITLOSOPHY GOES RED FOR WOMEN THIS FEBRUARY, BENEFITTING THE AMERICAN HEART ASSOCIATION**

*Company Behind The fitbook Series Of Fitness + Nutrition Journals Rocks The Red In Support Of Heart Month*

**NEWPORT BEACH, CA (February 16, 2016) – fitlosophy, Inc.** ([www.getfitbook.com](http://www.getfitbook.com)), the creator of the fitbook line of fitness + nutrition journals, will #RockTheRed this February by continuing its tradition of supporting Go Red for Women in honor of Heart Month. This year marks the sixth year that **fitlosophy** has participated in various American Heart Association events, with their first initiative being “Blog Your Heart Out,” an award-winning social media effort spear-headed by fitlosophy to create awareness around heart disease.

Heart disease is the number one killer of women, causing one in three deaths among women each year—more than all types of cancer combined. Fortunately, 80 percent of cardiac and stroke events may be prevented with education and action. The Go Red for Women campaign inspires women to make lifestyle changes, mobilize communities and shape policies to save lives and improve the health of all women.

**fitlosophy** is a company on a mission to help redefine how people incorporate health and fitness into their daily lives by supporting them with innovative products to live life fit. For the entire month of February, **fitlosophy** is proud to donate 14% of sales from various red **fitlosophy** products, including the red fitbook, digital food scale and fitfuser water bottle, among others, to the Go Red for Women movement. Additionally, **fitlosophy** supports this cause throughout the year, including upcoming involvement at The Grammy Museum’s Rock the Red Event in April, South Bay Go Red Luncheon in May and Heart Ball at Union Station in June 2016.

“We at **fitlosophy** are passionate about the work that the Go Red for Women movement does to inspire healthy changes and build awareness surrounding heart risks for women,” said Angela Mader, founder and chief fitlosopher of **fitlosophy**. “With a majority of our customer base being women, we are passionate about supporting this cause and proud to Go Red and give back.”

For more information about **fitlosophy** and its complete roster of goal-setting products and programs please visit [www.getfitbook.com](http://www.getfitbook.com), to shop **fitlosophy**’s Go Red products please visit [www.getfitbook.com/GORED](http://www.getfitbook.com/GORED) and to learn more about the American Heart Association please visit [www.heart.org](http://www.heart.org).

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## About fitlosophy

Based in Orange County, California, **fitlosophy** inspires people of all ages to live a healthy and active lifestyle by offering innovative products that redefine how people integrate fitness into their lives. With fitbook® as its flagship product, **fitlosophy** encourages users to embrace fitness and shun quick-fix gimmicks. **fitlosophy's** mantra: live life fit. For more information about **fitlosophy** and its complete line of goal-setting products and programs, please visit [www.getfitbook.com](http://www.getfitbook.com).