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FITLOSOPHY GIVES BACK, LAUNCHING 2016 LIMITED EDITION FITBOOKS TO SUPPORT CANCER RESEARCH

Creator of fitbook Fitness + Nutrition Journals Launches 'fitgiving' Initiative, Dedicated to Founder's Mother

NEWPORT BEACH, CA (September 1, 2016) – **fitlosophy, Inc.** (www.getfitbook.com), the company behind the fitbook line of fitness + nutrition journals, proudly announces today its launch of its 2016 limited edition products to raise awareness and funds for cancer research this Fall. To honor Blood Cancer Awareness Month this September, **fitlosophy** launches fitbook TNT for leukemia research through Team In Training and to support Breast Cancer Awareness Month in October, fitbook will go pink.

fitbook TNT is a deeply personal cause for **fitlosophy** founder, Angela Mader, as the limited-edition purple and black journal is dedicated in memory of her mother who she lost to leukemia in 2013. For the entire month of September, **fitlosophy** is proud to donate 20% of every sale of a fitbook TNT to Team in Training (TNT), a fundraising arm of the Leukemia & Lymphoma Society (LLS). With the signature lilac purple binding, fitbook TNT features the Leukemia & Lymphoma Society Team in Training logo on the cover and a thank you note from Angela inside.

“Team in Training for the Leukemia & Lymphoma Society is a cause very near and dear to my heart and we at **fitlosophy** are honored to partner with the world’s largest voluntary health agency dedicated to blood cancer,” said Angela Mader, the company’s founder and chief fitlosopher. “Our company mission is to support people in goal setting and overcoming obstacles. For this reason, we are extremely passionate about supporting these causes; both in memory of my strong and sassy momma and in support of those who fight cancer each and every day.”

Breast cancer affects 1 in every 7 women and this October **fitlosophy** is asking consumers to get fit and give back. The 2016 fitbook PINK features bright pink spiral binding and a new limited-edition floral design to rally in support for Breast Cancer Awareness. For the entire month of October, **fitlosophy** will donate 20% from each sale of the fitbook PINK to the Avon Foundation, a charity dedicated to supporting women and eradicating breast cancer.

Both limited-edition fitbooks are identical to the original 12-week fitbook fitness + nutrition journal and retail for \$24.95, exclusively at www.getfitbook.com. For more information about **fitlosophy** please visit www.getfitbook.com, to learn more about the Leukemia & Lymphoma Society please visit www.lls.org, and to learn more about the Avon Foundation please visit www.avonfoundation.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.