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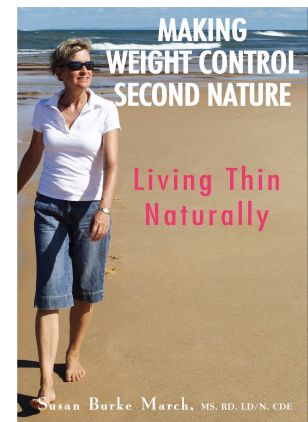
Acclaimed Dietitian's New Book Liberates 'Serial Dieters' from the Madness, Making 'Living Thin' Second Nature

Nationally known Registered and Licensed Dietitian and Certified Diabetes Educator Susan Burke March's new book 'Making Weight Control Second Nature: Living Thin Naturally' makes weight-wise living intuitive and instinctual; Title heralded by health and nutrition industry pundits and perennial dieters alike

AUSTIN, TX, January 12, 2010 – Mansion Grove House publishing today announced the highly anticipated release of "*Making Weight Control Second Nature: Living Thin Naturally*" (Paperback, \$26.95, ISBN 978-1932421194) authored by Susan Burke March, an industry-leading Registered and Licensed Dietitian and Certified Diabetes Educator who, throughout her career, has influenced the dietary health and well-being of millions of consumers world-wide.

Unlike other books in its category, "*Making Weight Control Second Nature: Living Thin Naturally*" begins where the struggle with weight control must first be won: inside one's head. Written with a crisp and raw emotional intensity, Susan generously shares with readers the torment she once experienced with her own obesity problem. To the extent that Susan's own past weight struggles remind readers of their own, her *triumph* indicates where they, too, can go.

This groundbreaking book explains what Susan, herself, and others have done to keep their weight stable over time and avoid going "on" and falling "off" diets. Through more than 20 different anecdotes from successful weight losers and maintainers, including other registered dietitians, the book uncovers similar behavior patterns that make permanent weight control possible.



"*Making Weight Control Second Nature: Living Thin Naturally*" notably debunks the myth that some people are simply "naturally thin" and can eat and lounge with abandon. Susan reveals that people who maintain a healthy weight aren't "different" from the average overweight American or genetically "blessed" in some way, but rather are "deliberately thin" through a consecutive series of small but important choices made with intention throughout each and every day. This book underscores that, by taking similar steps, readers can also make "living thin" a part of their daily lifestyle as second nature regardless how many diets they've tried – and failed with – in the past.

The book skillfully imparts practical information, tactical tips and simple strategies for people who are serious about taking control of their health, fad-free, for life. From recipes to restaurants, cooking methods to cookbooks, nutrition facts panels to portion control, its pages cover just about everything that matters. The insightful book also reviews various commercial diets and modified eating plans, explaining at length why all diets work, but none permanently, and why a "dieting" mentality can work against you.

Industry pundits weigh in favorably on "*Making Weight Control Second Nature: Living Thin Naturally*." Anne M. Fletcher, a registered dietitian and author, applauds Susan for presenting "a straight-forward guide that lives up to the promises of its title." Dietitian Suzanne Fleming concurs, noting, "I plan to recommend it to all my friends and family members and patients who want to lose weight." Personal trainer "CS" declares, "This book has all the answers for anyone who has ever dieted and failed, perhaps even succeeded and then put all the weight back on again without understanding why. Susan shows us that it's about 'lifestyle' and the choices we make everyday, rather than about restrictive diets and punishing exercise routines. It's...a welcome and long awaited new approach to looking after ourselves and living our lives to the fullest."

Dr. David L. Katz, founder and director of Yale University's Prevention Research Center, is an unabashed supporter of Susan's approach with this book, asserting, "Ultimately, the secret ingredient in '*Making Weight Control Second Nature: Living Thin Naturally*' is the revelation that being thin and healthy, eating what you like yet liking yourself, and controlling your weight without fixating on it for the rest of your life is not about natural gifts, but about the gift of knowing how. That's a gift you can give yourself – by reading this book. I hope everyone does."

"*Making Weight Control Second Nature: Living Thin Naturally*" is available for purchase online at www.Amazon.com or www.BarnesandNoble.com and offline at select retailers.

About the Author Susan Burke March

Registered and Licensed Dietitian and Certified Diabetes Educator Susan Burke March is dedicated to helping health-seekers accomplish their weight goals. She holds a graduate degree in Nutrition Education from Queens College and advanced certificates in adult and pediatric/adolescent weight management. A media spokesperson for the Florida Dietetic Association, she is an executive board member of the American Dietetic Association's Weight Management Dietetic Practice Group.

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