



FACT SHEET

COMPANY:	Debra Mazda's ShapelyGirl Fitness™
WEB SITE:	www.debramazda.com
MEDIA CONTACT:	Mark Goldman 516-639-0988 MarkGoldman73@gmail.com
PRINCIPAL:	Debra Mazda, M.Ed., President & Founder
MANAGEMENT:	Richard Green, Vice President Operations
CONCEPT:	<p><i>Fitness Comes In Many Sizes.</i> You'd never know this by looking at most fitness DVD's or at the women in your average health club workout classes, because the majority of fitness products are targeted to thin women. As a result, larger women can be intimidated by traditional health clubs and workout tapes. They are often encouraged to focus first on dieting ... and we all know how well diets work.</p> <p>Enter Debra Mazda, the founder of ShapelyGirl Fitness™ – a still “shapely” 165-pound fitness trainer, who transformed her life through exercise. Mazda began her transformation 25 years ago, tipping the scale at 310 pounds and in the habit of enjoying a rack of ribs for breakfast.</p> <p>Mazda learned firsthand that getting moving is the first step to better health and self-esteem. Through her ShapelyGirl Fitness™ program, Mazda puts the focus directly on other ShapelyGirls, encouraging plus size women to “get off the couch.”</p>
WHAT IS A ShapelyGirl?	ShapelyGirls are women who have been underserved by the traditional fitness marketplace. They are teachers, parents, doctors, sisters ... any woman who is overweight, but has a desire to feel and look better.
THE ShapelyGirl MESSAGE	<i>Get off the couch, start moving and change your life!</i>

ShapelyGirl PRODUCTS

Debra Mazda's ShapelyGirl products are featured on QVC and Exercise TV on Demand.

Walking Fit & Fabulous! – Walking workout for plus-size women.

Let's Get Moving! 2 – Cardio Toning With Weights - Cardio workout with weights for plus size women.

Let's Get Stepping! – Basic step cardio workout for plus-size women.

Let's Get Moving! – Low impact cardio workout for plus-size women.

Apparel – Short and long sleeve t-shirts.

Debra Mazda's Life-Guide for ShapelyGirls™ - A 10-part program for a healthier life. Available Winter 2009.

ShapelyGirl Recipe Collection - Available Winter 2009.

THE SHAPELY GIRL REVOLUTION

A movement to empower ShapelyGirls to get fit and feel fabulous, while enjoying the journey to better health. ShapelyGirls are encouraged to visit the Community at www.debramazda.com to join in conversation and debate and find support from their peers. At www.debramazda.com self-acceptance is the key and perfection is understood to be a fallacy.

DEBRA MAZDA'S CREDENTIALS

She has been profiled by ABC's *Primetime*, the Philadelphia Inquirer and Daily News, as well as radio and television programs and Pod casts in her native Philadelphia. She is the fitness editor for The Women's File on B101-FM, and wrote a column about weight loss, body image and diet for *Philly Health & Fitness Magazine*.

As a motivational speaker Debra's clients include the Philadelphia Gas Works, Abington Hospital and Weight Watchers.

Mazda is an Exercise Physiologist and Master Trainer, an Idea Fit Member, AAA1 Certified, and Certified by NETA (the National Exercise Training Association) as a presenter to certify other trainers. She began her professional fitness career as the training supervisor for celebrity fitness guru Richard Simmons. She has taught ShapelyGirls for more than 15 years in gyms throughout the Philadelphia region; coordinated the Just for Kids weight management program at Albert Einstein Medical Center in Philadelphia; and has also taught elementary school students in Philadelphia public schools.

Mazda has a BS in Human Movement and a M.Ed. in Sports Psychology from Temple University.