

## FOR IMMEDIATE RELEASE

LINDA GOTTLIEB, MA EARNS CERTIFICATION AND JOINS YALE UNIVERSITY AS CANCER EXERCISE TRAINER

Gottlieb Advocates "Inviting Health In" Through Exercise, as Positive Reaction Cancer Treatment and Recovery

MILFORD, Conn.—January 17, 2010— Linda T. Gottlieb, one of southern Connecticut's leading personal fitness trainers, has a positive message for the 20,000+ state residents that statistics say will be diagnosed with cancer this year: "Don't let the diagnosis define you; invite health in and become your personal best."

Gottlieb is one of Connecticut's first fitness processionals approved to work with cancer patients through a new national certification. The American Council of Sports Medicine (ACSM) collaborated with the American Cancer Society (ACS) to establish the "Cancer Exercise Trainer" certification and give cancer patients and survivors one more resource in their effort to heal. Only experienced health and fitness professionals, like Gottlieb are eligible.

Gottlieb completed an extensive course of study and passed a rigorous 3-hour exam to earn the ACSM certification. In addition, Gottlieb holds a BS in Psychology and an MA in Training and Development, national certifications from the American Council on Exercise (ACE), Cooper Institute and Human Kinetics along with more than 500 hours of experience training older adults and those with chronic medical conditions.

A team of seven doctors and Ph.D. professors developed the new ACSM certification, including Melinda Irwin, an expert on cancer and exercise and an associate professor in the Department of Epidemiology and Public Health at the Yale School of Medicine in New Haven, Conn. Gottlieb has joined Irwin's staff as Cancer Exercise Trainer for two Connecticut studies researching the impact of increased physical activity for ovarian and breast cancer patients.

"We're looking at exercise as part of a cancer treatment plan, as the medical community did 20 years ago when we first started prescribing exercise for heart disease patients," said Irwin. "It's valuable to have professionals like Linda who are enthusiastic and have the training, qualifications and skills to work with this group of patients," she noted.

For more information, contact Linda Gottlieb at 203-877-5270, or Linda@FITTraining.net.