

## TOPIC: “Studies Suggest HALF of Early Deaths in U.S. are Preventable”

1) Guest name, title, organization. (Two people is the max. for speaking roles.)

Dani (Donny) Singer, CEO of Fit2Go Personal Training

Krista Michael, Head of Discharge Planning at Johns Hopkins

2) Guest talking points. (What questions would you like the anchor to ask you about your topic? What will your answers to those questions be?)

- Up to HALF of all premature deaths are due to behavioral factors -- like poor diet and lack of exercise.
- Even with the DRASTIC reduction in tobacco use we've achieved, we're actually doing WORSE now, due to obesity and sedentary lifestyles.
- Solution: We need to stop relying on reactive medicine, and start changing our approach to fitness. We need to focus on the daily habits that can prevent all these deadly diseases from ever arising.
- Takeaway for Viewers
  - Your daily habits *right now* will have the biggest impact on your quality of life. Start with keystone habit -- start every day with a 10 minute workout.
  - Link to free workout plan [www.Fit2GoPT.com/Be-Paul](http://www.Fit2GoPT.com/Be-Paul)

At the end:

We'll give viewers free access to the free workout plan at [www.Fit2GoPT.com/Be-Paul](http://www.Fit2GoPT.com/Be-Paul)

- 3) Visual elements. (What visual elements will you be providing? We love links to YouTube videos. Photos also are very helpful.)

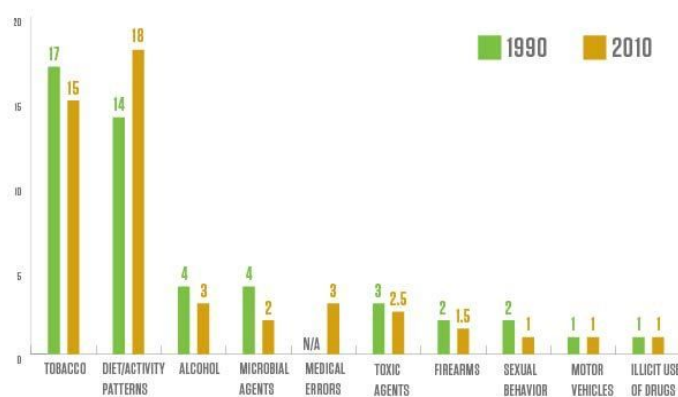
## 1. Logo



## 2. Premature death graph

### Poor Diet, Lack of Exercise Impede Progress on Reducing Early Deaths.

PERCENT OF EARLY DEATHS (BEFORE AGE 80) BY CAUSE, 1990 AND 2010



NOTE: Deaths due to medical errors not calculated in 1990.

SOURCE: J. Michael McGinnis, "Actual Causes of Death, 1990-2010," Workshop on Determinants of Premature Mortality, Sept. 18, 2013, National Research Council, Washington, D.C.

***Get the 10-Minute Home  
Workout Plan:***

**Fit2GoPT.Com/Be-Paul**



3.

4) Are you bringing props? If so, please provide a general list (and size) so that we can prepare space for the items.

5) Are you offering tips? If so, please list them here so that we may prepare a full screen graphic.

6) If you are promoting an event, please list the details here (time, date, location, etc.)

LINK: Viewers can get the full workout video for free at [www.Fit2GoPT.com/Be-Paul](http://www.Fit2GoPT.com/Be-Paul)

7) Website Link: YES/NO (We do not put guest websites directly on air, and discourage you from reading it out during your interview. We will link your website to ours.)

Website: [www.Fit2GoPT.com/Be-Paul](http://www.Fit2GoPT.com/Be-Paul)