

# Press Release – RAY OF LIFE

## **DIET FOR THE SPORTS-MINDED MALE: *Using Sports Strategies to Lose Weight and Gain Health***

By Ray Burigo  
New Book Discusses Diet Strategies for the Active Male

SANTA MONICA, CA – August 25, 2010- Ray Burigo, diet and nutrition expert, announced today the upcoming publication of his new book: “DIET FOR THE SPORTS-MINDED MALE: *Using Sports Strategies to Lose Weight and Gain Health*.” The book is the definitive guide to helping males, specifically those who are interested in athletics, want to lose weight or gain health, by using the unique concepts and ideas from the sports world. The book will be released on September 1, 2010.

According to the book, most dieters are able to follow any diet for a few weeks. They may even lose a few pounds, but get to a point where they lose their way. When their motivation starts to wane, they are stuck without any dieting skills, feeling like a failure. The book sets out to create a diet that doesn’t tell people what to eat but rather teaches the dieter how to make proper foods choices and learn about the foods that they eat every day. This diet respects the natural ebb and flow of life, enabling motivation and progress to be sustained throughout the year.

“My main purpose for writing this book is to declare loud and clear that sports-minded males can be successful at dieting. Guys innately understand that anything of value is going to take some work. By using sports principles and concepts, a guy can follow a system that he already knows and understands. And more importantly—it works,” said Burigo.

In addition, the book introduces new ways of looking at the diet process, by using typical male personalities and providing customized tips for each type. The goal is to provide a diet that enables male dieters to eat intelligently all of time and not just when they get the urge to drop a few pounds. This can be accomplished by providing a system that allows people to learn about the foods rather than following a formula (or pre-designed) diet plan.

“The typical American male has everything it takes to be successful at dieting. That’s the number one point that I would like to stress. The problem is that most guys don’t even realize it. Like many Americans they have become discouraged and confused with whole notion of dieting. But now they have a diet written specifically for them.”

### **ABOUT THE AUTHOR:**

Ray Burigo is a Registered Dietitian (RD) specializing in wellness, weight loss, and sports nutrition. Ray has 21 years experience counseling and training clients in New York City, West Hampton Beach, NY, and Brentwood, CA.

He has a Master of Science degree in Nutrition (with honors) from California State University, Northridge (MS). His graduate thesis titled Development of Nutritional Information for the Collegiate Athlete examined the behaviors, concerns, and eating habits of athletes for the purpose of creating educational materials.

Ray is certified with the International Society of Sports Nutrition (CISSN) as a Sports Nutritionist. He is also certified as a Personal Trainer (CPT) from the highly regarded program offered at Marymount Manhattan College, NYC.

For Table of Contents, sample chapters or for more information about the author:  
[www.rayoflife.com](http://www.rayoflife.com)

**BOOK SUMMARY:**

Title: DIET FOR THE SPORTS-MINDED MALE: *Using Sports Strategies to Lose Weight and Gain Health*

Author: Ray Burigo

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See our **Media page** for a 300 dpi TIF of the cover

The book is available online on **our site** and on [www.amazon.com](http://www.amazon.com)