

Healthy Eating Guide for Runners, from Slow to Pro

An easily implemented sports nutrition program for everyone, from respected experts in sports medicine

The Running Doc's Guide to Healthy Eating: The Revolutionary 4-Week Program to Boost Your Athletic Performance, Everyday Activities, and Weight Loss by Mark L. Fuerst and Lewis G. Maharam

In *The Running Doc's Guide to Healthy Eating*, readers will discover Dr. Lewis G. Maharam's unique #FuelingPlates program. Developed in 2012, it has helped countless people who want to make a difference in their life and lose weight, marathoners competing for a place at the Olympic trials, and everyone in between, including recreational athletes who play tennis, soccer, basketball and other running sports. The Fueling Plates program is designed primarily to boost the performance of athletes, but can also boost the health of the average person, athletic or not.

The Running Doc's Guide to Healthy Eating explains why it's time to ditch the difficult-to-use food pyramid put out by the USDA in favor of a hands-on experience of your actual plate – Fueling Plates. The book shows, step-by-step, how readers can apply the program to feel and perform better and have more energy. Those who are already exercising will get faster by eating to fuel their body more efficiently. Even everyday activities become easier with the Fueling Plates program. Readers who are willing to take advantage of everything revealed in the book, from what to eat to reduce muscle soreness after exercising to how much to drink to be hydrated properly to individualized nutrition programs, will transform their lives.

“I have followed the Fueling Plates program and still use it in my daily meal plans. I visualize how to separate out food into four areas on my plate and make sure to leave any extra food for leftovers. I also follow Dr. Maharam's fullness scale and stop eating when I'm 80 percent full. That's how I have maintained my body weight.”

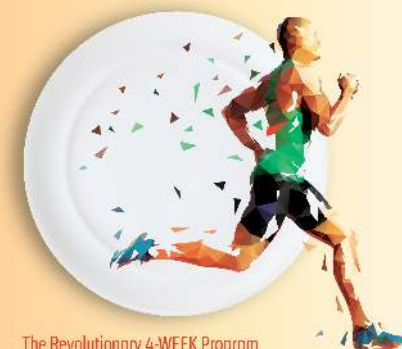
— co-author Mark L. Fuerst

Mark Fuerst is available for interviews and contributed articles; excerpts also available.

Discussion/Article/Excerpt Topics:

- How can a runner's performance be changed in 4 short weeks?
- Fueling Plates 101 - what do we need to know to design our own plates?
- Supplements - Which ones work and which ones should we avoid?
- Hydration - What to drink, when, and how much?
- The only 3 food groups you need to worry about
- How to get started and stick with the Fueling Plates program
- Which Fueling Plate is right for me and my family?
- Recipes, diagrams, and more!
- Mother's Day, Father's Day and Graduation Gift Lists

RUNNING DOC'S™ GUIDE TO HEALTHY EATING



The Revolutionary 4-WEEK Program
to Boost Your Athletic Performance,
Everyday Activities, and Weight Loss

LEWIS G. MAHARAM, MD, FACSMT
with Mark L. Fuerst

Foreword by Meb Keflezighi, Olympic silver medalist,
New York City and Boston Marathon champion

BOOK DETAILS

Health and Fitness

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About the Authors

Mark L. Fuerst is an award-winning health and medical writer and the co-author of 11 books, including *The Harvard Medical School Guide to Tai Chi*, which has sold more than 20,000 copies, *A Baby At Last!*, three editions of *The Couple's Guide to Fertility*, which has sold more than 30,000 copies, and *Sports Injury Handbook*, which has also sold more than 30,000 copies. As a freelance journalist for 35+ years, his articles have appeared in popular consumer magazines such as *Family Circle*, *Woman's Day*, *Health*, *Parents*, *Good Housekeeping*, *Woman's World*, and *Self*.

Fuerst earned a biology degree from Dickinson College and a master's degree in journalism from the University of Missouri at Columbia. He has been a member of the National Association of Science Writers for more than 40 years and for more than 30 years as a member of the American Society of Journalists and Authors, for which he served as president from 1992 to 1994. He lives in Brooklyn, NY, with his wife and two children.

Lewis G. Maharam, MD was one of the world's most extensively credentialed and well-known sports medicine and running health experts. Dr. Maharam was the Chairman of the International Marathon Medical Directors Association and a member of the American College of Sports Medicine's Public Information Committee.

Graduating magna cum laude from Lafayette College with a BA in Biology, Dr. Maharam earned his medical degree at Emory University prior to surgical and medical internships at Columbia-Presbyterian Medical Center and Danbury Hospital, an affiliate of the Yale University School of Medicine. After his residency in internal medicine, Dr. Maharam was awarded a fellowship in Primary Care Sports Medicine at Pascack Valley Hospital, Department of Sports Medicine. After a 3-year affiliation with the Center for Sports Medicine at Columbia-Presbyterian Medical Center, Dr. Maharam established a private practice, first at New York City's Downtown Athletic Club ("Home of the Heisman Trophy") and then in midtown Manhattan.

Dr. Maharam was one of the most trusted doctors in the sport of running. He has written for *Runner's World* and *Competitor* magazines and he has written five other books: *Running Doc's Guide to Healthy Running*, *A Healthy Back*, *Backs in Motion*, *The Exercise High*, and *Maharam's Curve: The Exercise High — How to Get it, How to Keep it*.

*****In Memory of a Great Friend, Physician, and Running Coach**

It is with heavy hearts that we mourn the loss of Dr. Lewis Maharam, aka the Running Doc, one of the greatest contributors to the sport of running. Dr. Maharam dedicated his life to championing others to achieve their fitness goals and to be the best they could be at their sport of choice. He passed away suddenly in January, just after writing his last book, *The Running Doc's Guide to Healthy Eating*, in which he was excited to share his unique Fueling Plates program with the world.

Dr. Maharam served as the medical director of the New York Road Runners Club and the New York City Marathon, which grew from a 24,000 person race in 1989 to over 43,000. He was the past medical director of the Rock 'n' Roll Marathon series and the medical director of the Leukemia & Lymphoma Society's Team in Training Program. He was Chairman of the International Marathon Medical Directors Association and a member of the American College of Sports Medicine's Public Information Committee. He was appointed USA Team Physician in track and field for the 1999 World Indoor Championships in Japan and as the USA Team Physician for the USA Jr. Track & Field team that won the IAAF Championship in Sydney in 1996.

Throughout his career, he always treated professional and non-professional athletics with the utmost care. We will all miss Dr. Maharam, but know that his words, ideas, and accomplishments will live on through us in our sports medicine practices, our love of running, and through the many ways in which he inspired us to achieve our goals and live our healthiest lives.

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Timely Tie-ins:

National Athletic Training
Month - March

Cardiac Rehabilitation Week -
March 8-14th

National Nutrition Awareness
Month - March

Stress Awareness Month -
April

World Health Day
April 7th

Boston Marathon- April 20th

Employee Health and Fitness
Day - May 20th

Women's Health Week - May
10-16th

Women's Health
Month - May

National Men's Health Week -
June 10-16th

National Therapeutic
Recreation Week -
July 5-11th

NYC Marathon- Nov 1
(for long lead)