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For Immediate Release

To Lead, Women Need Stronger, Healthier, and More Wholistic Lifestyles

Internationally-known lifestyle expert redefines fitness for the 21st century

“Women have been keeping themselves so busy building other people’s kingdoms—investing all their energy in their children, relationships, jobs—that they have forgotten their own desires and dreams.”—SIERRA BENDER, founder of Boot Camp for Goddesses®

ST. PAUL, MINN. — Although women have come a long way in the past decades, there are unique challenges that come with celebrating this hard-won liberation. Emotions are swallowed, our appearances fine-tuned to look younger. We run ourselves ragged to keep work, family, and home running smoothly to prove we are reliable, independent, and can do it all. But can we? Recent statistics show that the U.S. has the highest addiction and abuse rates of any nation across the globe, and whether it’s drug addiction, depression, or eating disorders, women suffer most.

In essence, if we don’t know what’s best for us and how to attain it—our health, our goals, our happiness—how can we be relied upon to know what’s best for others—our families, our colleagues? And what are our options to change this predicament? Antidepressants and prescribed drugs, mainly, and therapy. And then it’s back to the gym to attain that unattainable ideal that inevitably leads to punishing ourselves. But what if you could develop a stronger relationship with your body that would enable and empower you to recognize your true priorities and goals—that would redefine your relationship to your world, and energize you toward new self-awareness and discovery?

Sierra Bender, founder of the successful Boot Camp for Goddesses®, is not about to let womanhood diminish. In her new book out this January, ***Goddess to the Core: An Inspired Workout to Maximize Your Fitness, Beauty & Power*** (Llewellyn), she shares her experiences of past success and illness—a life-threatening rupture of the uterus—that turned her way of thinking about womanhood and health around, and led her through a worldwide quest involving Indian ashrams, Native American tipis, an Amazonian hut, a pilgrimage to the Dalai Lama’s home, and even a trip to jail. It was a journey that inspired her boot camp and an all-encompassing workout regimen dedicated to aiming women toward their true leadership potential, and laid the foundation for her book.

Inspirational and empowering, *Goddess to the Core*® gives women and girls of all ages, backgrounds and levels of fitness, the control to reclaim, restore, and rejoice in their womanhood by redefining fitness, beauty and power to include all aspects of themselves—their spiritual intuition, mental clarity, emotional well-being and physical health.

Bender's approach focuses on teaching women how to become powerful and effective instruments toward achieving their own health and happiness by:

- *Encouraging women to regularly assess their own spiritual, mental, emotional and physical health with guided self-tests throughout the workout
- *Confronting self-doubt and personal inner critics through reflection and meditation
- *Creating emotional balance and pure emotional feeling through breath work, massage, aromatherapy and chakra healing, and by learning how to release negativity
- *Using non-power yoga and stretching techniques to create strong and supple bodies
- *Strengthening personal connection to nature and the divine through indigenous traditions and rituals
- *Offering tools to recognize the body's own natural healing mechanisms

Part physical workout, part yoga practice, part spiritual meditation, the book features key workout strategies straight from the author's popular Boot Camp for Goddesses®, an internationally renowned retreat that draws hundreds of participants each year.

Sierra Bender is a motivational speaker, leadership coach and lifestyle educator of fitness, health and healing whose work has been featured at the Omega Institute, Kripalu, and numerous Mind Body Spirit expos across the country. Sierra had been featured in several magazines including Fit Yoga, Shape, Marie Claire, Body +Soul and others, and her clients include celebrities, Olympic and professional athletes, and Wall Street & Fortune 500 CEO's. Her retreat, Boot Camp for Goddesses®, has raised over \$24,000 for the Cystic Fibrosis Foundation since its inception. She lives in Pennsylvania.

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Goddess to the Core: An Inspired Workout to Maximize Your Fitness, Beauty & Power

By Sierra Bender with a foreword by Jeff Migdow, M.D.

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For more information, go to: www.SierraBender.com.

"Sierra Bender can only be described as a force of nature, an inspired teacher who has through direct experience created an astonishing technique of transformation certain to reveal the goddess within."—Wade Davis, explorer-in-residence, National Geographic Society and bestselling author of *One River* and *The Serpent and the Rainbow*

"Sierra has dedicated herself to the creation of workshops, programs, and resources to help women find themselves—their power, their beauty, and their creative self—in this ever-constricting world."—Jeff Migdow, M.D.

To request a review copy or arrange an interview, please contact:

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