

Chapel Hill Author Inspires Kids to Make Smarter Food and Choices in His New Book “It’s All About Choice: Getting Back in the Game!”

Raleigh – Herb D. Trainer, publisher and founder of IAAC media, tackles two of the most prominent and growing health problems facing children in “It’s All About Choice: Getting Back in the Game!” (ISBN 0615440797): childhood obesity and bullying.

Unlike the new children’s book, **Maggie Goes on a Diet**, Trainer’s book shuns words such as diet and normal-sized. Trainer notes, “Showing a small dress size as the ideal for girls sets them up for feelings of inadequacy if they fail to attain a dress size ill-suited for their unique body type. According to many child psychologists, this can lead to lowered self-esteem, a negative self-image and either under or over eating—both unhealthy outcomes.”

“Herb D Trainer has developed endearing characters that will educate, entertain, engage, and empower healthy choices for the next generation. “Getting Back in the Game! will be a great addition to any elementary school’s reading list and library. I look forward to many more lessons from the Cardio Kidd and his gang of good guys!” ~Judy Rudebusch, Ed.D. Assistant Superintendent, Irving, TX Independent School District

The story centers on the history of Danny Dixon, an excellent student-athlete, whose strong love for basketball is side-tracked by the untimely death of his father. Sad and misguided, he abandons his favorite sport and begins binging on ‘junk food’, which leads to excessive weight gain. When he’s finally motivated to get back in the game, a bully teases Danny and intimidates him into avoiding the neighborhood park. He’s further hindered by the “sweet” seductions of the Blubba Hill gang and their long list of unhealthy foods choices.

Cardio Kidd and his Fat-Fighting-Force inspire Danny to make smarter food and activity choices and to be his “best” self. Herb D. Trainer creatively merges fantasy and realism, creating playful characters that introduce elements of fun and excitement to Danny’s challenging quest to fight fat and improve his health.

“It’s important all kids read this book, and then apply its “can-do”, empowering messages. Thus, I’ve provided creative ways for them to get involved through six different Activity Challenges. For example, they can sign-up for our annual Essay and Rap Challenge. An appendix for teachers and parents offers discussion points and project ideas.” Getting Back in the Game! is available at GettingBackintheGame.com or Amazon. The e-book is also available at Amazon, i-Tunes, and Barnes and Noble.

Master personal trainer, Herb D. Trainer brings a wealth of experience in health, fitness and food service to “It’s All About Choice: Getting Back In The Game!” A graduate of the National Personal Training Institute, he was a four-year varsity basketball player at Marymount College, where he majored in pre-med. Trainer’s health resume is matched by his leadership expertise. He served five years as a U.S. Navy commissioned officer and spent the last seven operating a Personal Training studio.

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