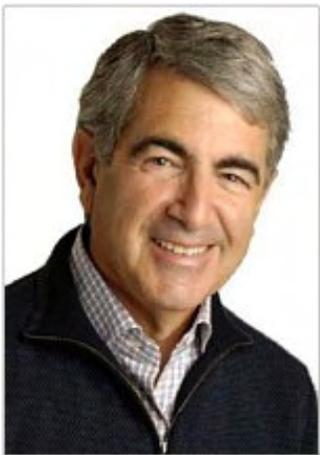




CAPITOL CITY SPEAKERS BUREAU

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Joe Piscatella

Travels from: Washington

Fee Range: \$10,001 - \$15,000

Joe Piscatella is one of the nation's foremost experts on how to live a healthy lifestyle. He is President & CEO of the Institute for Fitness and Health, an organization dedicated to helping people initiate and sustain healthy lifestyle habits. *TIME* magazine calls him "a positive force for healthy changes." Mr. Piscatella has written 15 best-selling books including *Don't Eat Your Heart Out*; *The Road to a Healthy Heart Runs Through the Kitchen*; *The Healthy Heart Cookbook*; *Positive Mind, Healthy Heart and Prevent, Halt & Reverse Heart Disease*. His books are used in more than 1,000 hospitals in cardiac rehabilitation and wellness programs.

As a spokesman for a healthy lifestyle, he is media savvy and has been frequently interviewed on The Today Show, CNN, Good Morning America and Fox News. He has hosted three PBS television specials on heart health and is a "guest expert" on WebMD. Mr. Piscatella has served as the only non-medical member of the NIH Cardiac Rehabilitation Expert Panel charged with developing clinical guidelines for physicians.

He speaks regularly at hospitals, medical conferences, corporations, associations and public events. Some clients include Boeing, Young Presidents Organization, the Federal Reserve Bank, the Mayo Clinic, Raytheon, Prudential, Exxon, the Cleveland Clinic, Sprint and the U.S. Naval War College. Over 2 million people have attended his talks.

He is the designer and facilitator of 6 Weeks to a Healthier You,[®] a successful community wellness program. In one program, 650 people lost 4,200 pounds. Recent programs have taken place in Washington, California, Nevada and Michigan. Exclusive rights to the program in parts of Washington and Oregon have been purchased by Franciscan Health, a division of Catholic Health Initiatives.

Mr. Piscatella's body of work has created a recognized brand because it puts a human face of the practical science of healthy living. He uses humor and an upbeat presentation style to explain how to balance healthy eating, effective exercise, stress management and a positive attitude to optimize well-being. His audience receives information and take-home tools, and he motivates them to put the message to work.

Mr. Piscatella knows the science of healthy living, but he understands the practical aspect as well. At age 32, he went through coronary bypass surgery. The prognosis was not good (one doctor predicted he would not live to age 40.) But he put his effort into developing healthy lifestyle habits and it has worked. He has celebrated the 39th anniversary of that surgery, making him the longest living survivor of bypass surgery and a wonderful example of the effectiveness of healthy lifestyle habits.



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Joe Piscatella continued

"Joe Piscatella knows more about healthy living and the health impact of our lifestyle choices than anyone I know. He is a national resource." William C. Roberts, MD, Director, Baylor Heart & Vascular Institute, Dallas, TX; Editor-in-Chief, *The American Journal of Cardiology*.

Most Requested Programs...

- Managing Chronic Stress in a Multi-Tasking World
- Overcoming Barriers to Healthy Living
- Make Your Health Last As Long As Your Life
- Women and Heart Health
- Eating Healthy In A DoubleBurger.Com World
- Raising Fit Kids in a Fast World