



## Cathy Richards Media Programs: Fit or Frail at 85?

Cathy Richards is available for media interviews for TV, radio, online shows, and podcasts. Her specialty area is motivational and practical advice for starting and sticking to a personal health and fitness plan that will lead to lifelong wellness and healthy aging. Cathy's signature program is outlined below. Additional titles are available. All media inquiries will receive a prompt reply. Contact 301-742-1815 or [cathy@cathyrichards.net](mailto:cathy@cathyrichards.net).

### **Segment Title: Will You Be Fit or Frail at 85?**

#### **Segment Summary:**

Do you need a little more motivation to get started (or re-started) with healthier habits? Join us for a dose of encouragement from an angle you may not have thought about before, showcasing the benefits of making important lifestyle changes **right now**, why you can't afford to wait and that it's not as hard as you think!

#### **Short Bio Suitable for Introduction**

On today's show, we welcome Cathy Richards, M.A., an exercise physiologist, wellness coach, and the bestselling author of *BOOM: Six Steps to a Longer, Healthier Life*. After working with a range of ages from college students all the way to older adults, Cathy focuses on maximizing physical health, brain function, and energy levels for all ages with a unique message of "never too early, never too late". Welcome, Cathy!

#### **Lead-In**

When you were 20, did you ever picture yourself at the age of 85? What do you look like? What do you feel like? What activities fill your day? Have you considered that your habits TODAY are creating your 85-year-old self? Our guest Cathy Richards spent eight years being surrounded by 1200 people with the average age of 85 and observed a few things worth taking back to the younger generations.

#### **Sample Questions**

1. So Cathy, tell us about being surrounded by over 1200 85-year-olds!
2. What kinds of lifestyle habits have the biggest impact?
3. Can you give us an example of this? I heard you have some shocking statistics to share with us about muscle loss as we age.
4. You also mentioned there is a way our listeners/viewers can test that out?
5. So what do you recommend our listeners/viewers to do?
6. Can you tell us more about what mean by "Never Too Early, Never Too Late?"
7. What advice do you have for someone who doesn't like exercise or doesn't have the time?
8. Tell us about your book.
9. You have a special offer for our listeners? Can you tell us about that?
10. How can the audience connect with you?

#### **Links:**

Free gift: <http://www.cathyrichards.net/BackOnTrack>

Facebook: <http://www.facebook.com/InspiringVitality>

Instagram: <http://www.instagram.com/InspiringVitality>

YouTube: <http://www.youtube.com/c/CathyRichards>

Book: <https://www.amazon.com/BOOM-Steps-Longer-Healthier-Life/dp/0976780011>