

MICHAEL GEORGE

Fitness Expert, Celebrity Trainer, Personal Health Coach, Author, Speaker,

Michael George is a highly passionate, impactful motivational and inspirational speaker because he speaks from the heart and personal experience. Michael is a highly influential leader and a self made successful entrepreneur. He grew up a chubby, over weight kid into his adolescent years, until the pain and despair were so overwhelming that through sheer tenacity and determination he transformed his body through exercise and proper nutrition. He then excelled in sports and athletics, but didn't stop there. Michael then put himself through University to achieve his two degrees in Marketing Management and Communications. Michael's story is highly inspirational in itself; however, he has now risen to the top ranks of the Health and Wellness industry and is considered a leader in the modern world of fitness. Michael is a true Fitness Expert as his career has spanned over 25 years. He has dedicated his life to helping others find the motivation to transfer their own life.

Michael has transformed some of Hollywood's most dynamic A-list celebs like **Reese Witherspoon, Toby Maguire, Julianne Moore, James Spader, Meg Ryan, Christian Slater, Sela Ward, Matt Dillon, Slash, Dennis Quaid** and even professional athletes like boxer **Fernando Vargas**. These celebs, athletes and numerous high powered executives gravitate towards Michael's training routines and principles because they work effectively and efficiently. His balanced fitness regimes integrate the body-mind-spirit connection through Eastern and Western training modalities that include 4 types of martial arts, Yoga, meditation and encompasses almost all conditioning activities, including: interval aerobic and strength conditioning, Core training, ply metrics, self-defense training, boxing, and breathing/ stress reduction exercises.

Today Michael is transforming lives in the health and fitness industry with his innovative training philosophies and inspirational voice. As one of Hollywood's and the health industries most sought after Celebrity Trainers & Fitness Experts, his intention is to strengthen the spirit along with the body. He is the author of, **Body Express Makeover: Trim and Sculpt Your Body in Less Than Six Weeks** and the creator of the Revolutionary 2-IN-1 Training System, which has parlayed into the widely used multi-muscle strength training system so common in today's' training regimes.

In addition to being a leader in the fitness industry and an author Michael is a recognized television and fitness personality who has starred in several exercise videos. He also created his own cutting edge "Body Express Makeover" coaching software. Michael has hosted & co-hosted several shows and has appeared as a featured guest on numerous national television shows like Good Morning America, ABC's "The View", Fox and Friends, Entertainment Tonight, VH1, E, Extra, Fit TV, HSN, Home and Garden channel and CNN to name a few. He has been interviewed or featured in over 100 magazines & newspapers internationally. Michael is also a highly regarded Health & Fitness Spokesperson for numerous companies such as Kraft, Subway, Natures Plus, Balance Bar, Unilever, Nike, Ready Pac and Body Media. He is now creating and branding his own line of products.

Michael George has a B.S. from Cal Poly San Luis Obispo and was certified The National Association of Sports Medicine (NASM), the American Council on Exercise (ACE) and The Aerobics and Fitness Association of America (AFAA) and studied Nutrition at UCLA. He currently resides in Los Angeles, California with his dog Heidi where he runs his company Michael George Enterprises Inc. He can be contacted at 310-575-3500 or at Michael@MichaelGeorge.com or found on the web at www.michaelgeorge.com.