



Fitness Expert John Basedow And The SOP - Move To Shape The World's Student Body

For Immediate Release

VERO BEACH, Fla./EWORLDWIRE/Oct. 2, 2006 --- Fitness star John Basedow lives by the philosophy that "No one can stop you from attaining your dreams except yourself" - so far, it has served him well. Basedow is a virtually omniscient presence in the world of fitness, thanks in large part to his muscle building, fat burning regimen Fitness Made Simple. The unique approach Basedow employs promotes proper nutrition and physical exercise, unlike many of the hyped fad diets or so-called "miracle cures" that saturate today's media.

To spread the word about his regimen - and prove that brawn and brains are not mutually exclusive - Basedow regularly contributes a column to 12 fitness-related publications.

Basedow is combining his fitness know-how and his writing skills to mentor college students throughout the world. Basedow is offering a new Fitness Made Simple Tip of the Day podcast via The Student Operated Press (www.thesop.org) and assuming the role of mentor to the site's young writers.

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