

From: Dr. Stuart Fischer
133 E 58th St., Suite 401
New York, NY 10022

Contact: JP Shields
Rubenstein Public Relations
(212) 843-8053
jshields@rubensteinpr.com

FOR IMMEDIATE RELEASE

**DR. STUART FISCHER, ATKINS COLLEAGUE, OPENS
THE PARK AVENUE DIET™ CENTER IN NEW YORK**

*Groundbreaking New Total-Lifestyle Plan Promises Lasting Change
For Body, Mind and Appearance*

NEW YORK – July 09, 2007 – Noted diet and nutrition expert **Stuart Fischer, M.D.** today announced the opening of **The Park Avenue Diet™ Center**, the headquarters for a revolutionary new approach to weight and image management. The uniquely comprehensive **Park Avenue Diet™ Program** addresses diet, nutrition and fitness, as well as psychological, interpersonal and appearance issues (clothing, skincare, hairstyling), taking it far beyond dry, traditional, one-size-fits-all weight-loss regimens. Revolutionary in its systematic, 360° approach, the Program consists of four life-changing appointments over a ten-week period.

The Diet Center is located at 58th Street near Park Avenue on the East Side of Manhattan, but Dr. Fischer insists that the naming of The Park Avenue Diet Center has nothing to do with the location of the Center, but rather, a state of mind. He comments, “I hope to revamp the idea of what a diet is; it’s not only a comprehensive plan but a lifestyle makeover. One’s image is made up of appearance and behavior.”

The Park Avenue Diet Program is a comprehensive image reinvention dedicated to avoiding the potholes of typical diets which generally result in failure and “Yo-Yo Dieting” and can actually lead to weight gain. The Center’s goal is to attend to the seven different components of appearance and behavior that define one’s image, as well as uncovering and rewriting the “personal myths” that have led to unhealthy habits and feelings.

It's the mandate of the Park Avenue Diet Center that merely concentrating on food choices is the primary reason for diet failure, as substantiated in medical studies for the past several years. The Park Avenue Diet Center will empower patients to not only lose weight and have more energy, but to augment and revitalize every aspect of their lives in order to make lasting, practical improvements to their total being.

The Program entails the Initial Consultation, Getting Started, Check In and Check Out appointments. Experts in diverse areas of appearance will be the patients' celebrity consultants, including famous names in the world of fashion, skincare, hairstyling, and exercise. Notable chefs will design several unique menus, and a distinguished humanistic psychologist will be able to help patients' reshape their personal philosophies. Throughout, the patient receives customized instructions and one-on-one advice tailored to her or his individual requirements. The fee for the Program is \$950.

Dr. Fischer's expertise in alternative medicine, nutrition and weight loss is complemented by a strong, traditional hospital-based education which has given him the foundation to explain complex medical information in clear language that virtually anyone can understand.

Dr. Fischer is also the author of the recently released *The Little Book of Big Medical Emergencies* (Hatherleigh Press, June 12, 2007).

Please call 212.893.8478 to set an appointment or go to www.askdoctorfisher.com to get additional info.

About Dr. Stuart Fischer

Stuart Fischer, M.D. specializes in explaining complex medical information in clear language that virtually anyone can understand. Now in his 27th year as a practicing physician, Dr. Fischer has been a featured guest on numerous television, radio and Internet shows, including *The Early Show*, *FOX and Friends*, *Inside Edition*, *Good Day New York*, *CBS2's Healthwatch*, *The Montel Williams Show* and *WebMD*. For eight years, he served as the host of *Vital Signs*, the popular weekly series on New York's WEVD-FM, in which he answered call-in questions for thousands of listeners.

A graduate of Yale University, Dr. Fischer completed his residency in internal medicine at Maimonides Hospital in Brooklyn, N.Y. and served as an attending physician in the emergency room of Cabrini Medical Center in Manhattan. He also worked with the late Dr. Robert Atkins as the associate medical director of The Atkins Center. Dr. Fischer's expertise in alternative medicine, nutrition and weight loss is complemented by his strong,

traditional hospital-based education. More information on Dr. Fischer is available on his Web site, www.askdoctorfischer.com .

- # # # -