



The Jewish Community Center of Metropolitan Detroit's
HENRY & DELIA MEYERS LIBRARY AND MEDIA CENTER
and the **JCC FITNESS CENTER** present:

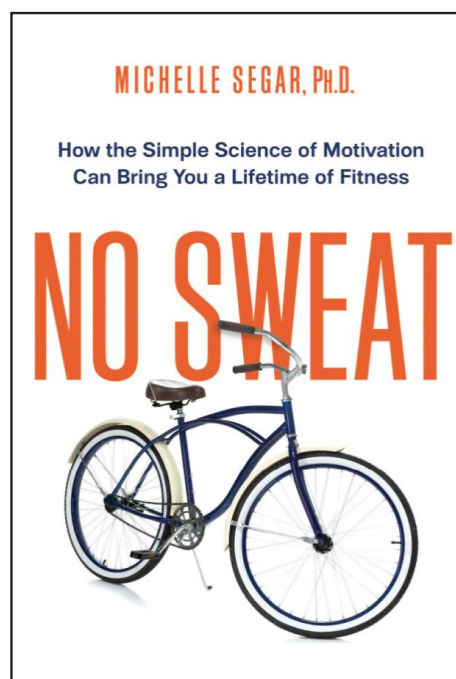
MICHELLE SEGAR:

NO SWEAT: How the Simple Science of Motivation Can Bring You a Lifetime of Fitness

Tuesday, June 7, 2016 • 1:30 p.m.

An Amazon best seller, “No Sweat” offers a four-point program that can help anyone break the cycle of exercise failure. Readers will discover why they should forget about willpower and stop gritting their teeth through hated workouts. Practical, evidence-based and filled with inspiring stories, “No Sweat” explains the science of leading a physically active life.

Michelle Segar, Ph.D., is an authority on what motivates people to maintain healthy behaviors. She is director of the Sport, Health and Activity Research and Policy Center at the University of Michigan and chairs the U.S. National Physical Activity Plan’s Communications Committee. Clients include Adidas, Walmart and PepsiCo, and her expertise has been featured in *The New York Times*, *Forbes*, *The Washington Post*, *Prevention* and *Oprah*.



There is no charge for this event, but reservations are requested to Francine Menken at [248.432.5546](tel:248.432.5546) or fmenken@jccdet.org.

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