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Gaiam And Richard Simmons Join Forces to Launch His Brand New Infomercial - Project H.O.P.E.

Simmons' first ever 90-day, at-home weight loss fitness program focuses on Health, Optimism, Passion, and Energy to transform the body.

NEW YORK, March 7, 2013 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced the launch of Richard Simmons' all new at-home fitness program, [Project H.O.P.E.](#) – Health, Optimism, Passion, and Energy. Available exclusively through television and online, the new comprehensive 90-day weight loss system features a combination of an effective workout routine, a three-month meal plan, and Simmons' all new electronic FoodMover program, which provides the tools necessary for one to achieve optimal fitness results.

"Hope is the most powerful tool that exists – it can move mountains, change lives and inspire greatness," says Simmons. "I created Project H.O.P.E. to give people the ability to take control of their weight loss destiny. All of my life I have encouraged people to exercise their right to exercise, feel better about themselves, and acknowledge their self worth. I feel Project H.O.P.E. does just that.

Project H.O.P.E. is Simmons' most efficient exercise program yet. It consists of nine workouts on three DVDs, which combine cardio and toning and are arranged in a unique progression designed to maximize weight loss. In addition, Simmons' exclusive Triple Training Method makes it possible to burn up to three times more fat compared to traditional cardio routines. Also, as an individual's fitness level increases with the program, Simmons amplifies the moves, reps, and intensity so that each workout continues to be challenging and exciting.

"Richard has been helping men and women transform their lives for almost four decades – a truly amazing accomplishment," says Bill Sondheim, President of Gaiam. "With his new Project H.O.P.E. workout system, we're confident that he will continue to be a driving force in improving the lives of so many more individuals looking to lose weight and incorporate healthier behaviors."

Project H.O.P.E is a 3-month weight loss program featuring three progressive phases. Each month offers three workouts: cardio, toning, and challenge.

- Month 1 – Jumpstarts weight loss with exercises that burn fat and maximize fitness potential.

- Month 2 – Raises the workout intensity by increasing reps to continue weight loss, while improving body toning and fitness skills.
- Month 3 – Introduces more challenging moves to help the pounds continue to come off, resulting in a slimmer physique.

In addition to offering variations for each exercise to accommodate every fitness level, each DVD also includes Simmons' "Learn the Moves" segment to ensure proper form and technique.

Project H.O.P.E also includes Simmons' brand new 3-part FoodMover system, which provides a guide for making smart food choices and keeping track of calories and intake:

- **The Electronic FoodMover** – A convenient hand-held device that makes it easy to record meals and snacks, as well as to determine individual caloric and nutritional needs each day.
- **The FoodMover Nutritional Guide** – A 90-day meal plan consisting of healthy and delicious recipes that are easy to prepare, as well as suggestions for substitutions and a maintenance plan.
- **The On-the-Go Pocket Guide** – A valuable companion that includes an Eating Out Guide, as well as an extensive list of foods and their nutritional values for quick reference.

"For the first time ever, I have written and performed the original songs featured in the programs," adds Simmons. "I hope this will also help people be motivated to take better care of themselves, one step at a time."

Two versions of Richards Simmons' Project H.O.P.E. are available at RichardSimmonsHope.com. The Deluxe Edition is available for 2 easy payments of \$29.99 plus \$9.99 S&H, while the Ultimate Edition is available for 3 payments of \$33.33 plus \$12.99 S&H. Both versions come with a complete 90-day money back guarantee.

View the Project H.O.P.E Trailer [here](#).

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of over 60,000 retail doors, close to 15,000 store within stores, 5,600 media category management locations, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category and releases non-theatrical programming focused on family entertainment and conscious media. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Richard Simmons

Richard Simmons has been at the forefront of the fitness movement for almost four decades. Simmons is recognized internationally as many things – beloved fitness guru, teacher, best-selling author, creator of iconic weight loss products such as Deal-A-Meal, Sweatin' to the Oldies and Food Mover, Emmy award winner, compassionate weight loss counselor and outrageously entertaining TV guest. For more info, visit www.richardsimmons.com.

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