

## Family & fitness

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*Marta Montenegro expands her empire with a new exercise DVD*

By Nick Sortal  
STAFF WRITER

**T**alk about building a brand name: In 14 months, Marta Montenegro started SOBeFIT and marketed the magazine to the point that its 5K run on Feb. 21 sold out at 1,600 entries. She now has a set of three fitness DVDs coming out this month, called the "Montenegro Method." Books, clothing, cosmetics and nutritional products are next, via her MM Branding LLC.

Montenegro, 34, wrote for a newspaper in Venezuela, owned a gym and earned a master's degree in finance before moving permanently to Miami in 2004. She now also has a master's degree in exercise physiology from Florida International University and started the magazine in December 2008. She has been featured on the cover in two of the last three editions.

#### What's in this DVD set?

It's six 21-minute, high-intensity, circuit-training routines and four 10-minute workouts that people can mix and match. People just go to the gym, pick the same dumbbell up, do the same exercise and they are no longer seeing results. Their body has gotten used to it, they're not challenging themselves. I wanted to give you more volume, to keep challenging your body. There's a sample DVD in the March-April magazine.

#### What's different about these DVDs?

I'm really inspired by athletes, and the video uses fitness techniques common with sports rather than body building. These kinds of exercises give you the foundation for endurance, strength and power. You don't have to actually be an athlete, but you can train like one.

#### What's your take on fitness?

It's very different from the way we used to train in gyms, or the way we think we need to train. What worries me is when the message puts a focus on how you look. We have so many people who are skinny but not necessarily fit.

#### Whom do you admire in the fitness world?

Denise Austin, for example, has delivered a great message. She doesn't look like a model. She looks like a person who is fit.

#### Why did you start the magazine?

It's a vehicle to communicate with a lot of people at one time. I know that magazines sometimes take a long time to grow, and we're committed to four years or longer [financially].

#### Did you make a conscious decision to put your name and face out there a lot?

When I started the magazine, people wanted to know more about me. I felt like it was the right time to tell my story. I hope people say, "This woman is real, this woman is like me — not a superwoman — and she can inspire me through what she does." I just want to help people achieve their victory, achieve their goals.

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# FIRST A MAGAZINE, THEN THE WORLD

#### More info

**What:** "Montenegro Method," set of three DVDs

**Cost:** \$39.98

**Available:** [montenegromethod.com](http://montenegromethod.com)

#### EXERCISE

### Burning calories between your workouts

Non-exercise activity thermogenesis, or NEAT, is the energy you burn doing everything but formal exercise. Researchers say this kind of movement can be just as important to maintaining a healthy weight as official sweat sessions.

Here are some "NEAT" ideas:

**Make house chores pay off.** If you can, alternate between upstairs and downstairs work so you have to climb the stairs often. Dance around to music as you dust or wash windows, and tackle big jobs such as leaf raking, painting and reorganizing packed closets. If you really want to up the calorie burn, wear ankle weights the entire time.

**Combine relaxation and sweat.** If you don't want an exercise bike or treadmill in front of your television, you can still sit on an exercise ball or in a rocking chair. You and your kids also can do sit-ups, jumping jacks or silly dances during commercial breaks.

**Stand up.** Get up and stretch at least once every 30 minutes. You can stand while talking on the phone, having a meeting or folding laundry. To communicate with co-workers, walk over to their desks instead of e-mailing, or ask if they'd like to take a walk as you discuss an idea.

**Get fidgety.** Tap your toes, bounce your legs, wiggle your fingers, turn your head while you're sitting at a desk or stuck in traffic.

**Chew gum.** Again, the goal is motion — even if it's small steps. Chewing each bite of food more before swallowing also helps.  
— **Daily Press**  
(Newport News, Va.)

#### BEST OF THE BLOGS: MOMS & DADS

### Busch Gardens bargain

Got a preschooler? A big Elmo or Abby Cadabby fan? Start planning your trip to Busch Gardens in Tampa now.

This year, kids 5 and younger (Florida residents only) can get in free to take advantage of the new Sesame Street Safari attraction opening March 27.

But you have to register online on the Busch Gardens website ([buschgardens.com](http://buschgardens.com)). And, you have to show a certified copy of your child's birth certificate when you go to the ticket window. Regular one-day admission is \$64.95 for kids 3-9. Adult tickets are \$74.95. The free Preschool Pass is available until Dec. 31.

— **Gretchen Day-Bryant**

This is an excerpt from the Sun Sentinel's Moms & Dads blog at [SunSentinel.com/parents](http://SunSentinel.com/parents).



Steve Shaw Photography Inc., courtesy

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