

LESLIE SANSONE

BIOGRAPHY

LESLIE SANSONE: HOW SHE STARTED AND WHERE SHE IS TODAY

Leslie Sansone has always been concerned with fitness. Seeing people struggle and fail on fad diets and exercise regimens, Leslie was determined to make exercise accessible to all. Part of her formula included taking the intimidation away from exercise. That's where the idea for **In-Home Walking™** came in. If she could remove all of the factors that usually turn people off from maintaining a regular exercise program—expensive gym memberships, other gym-goers, strenuous exercise that leads to burnout, fancy work-out clothes, expensive exercise equipment—she knew that she could develop a program that people could stick with.

Leslie developed **In-Home Walking™**, an idea that became the fastest-growing indoor fitness program in the country. Now in her 23rd year in the fitness industry, Leslie is the creator of the #1 best-selling hugely popular Walk Away the Pounds brand with more than 50 videos and accessory products, and is the owner of Studio Fitness in New Castle, Pennsylvania.

Leslie has coordinated fitness programs for public schools and hospital-based weight-loss programs, and has held walks for the American Heart Association, Muscular Dystrophy Association, American Cancer Society, and Multiple Sclerosis, among many other organizations. Leslie is certified by six prestigious fitness organizations, including the American College of Sports Medicine (ACSM) and the Cooper Institute: Group Exercise Leader. She has also served on the Leadership Council for IDEA International Fitness Professionals. Leslie was the first-ever guest on QVC to promote her own product. After more than 11 years, Leslie's **In-Home Walking™** and Walk Away the Pounds videos continue to be the most successful walking program on QVC and the top-selling fitness videos in retail outlets as charted by *Video Scan*.

Leslie maintains high-profile relationships with Jenny Craig and Weight Watchers, and was recently appointed contributing editor to *Woman's Day* Magazine with a regular column on the benefits of walking. She was also a spokesperson for Easy Spirit.

Having traveled the world and led millions of people in their quest for fitness and health, Leslie says her original mission has remained the same. "I would rather speak to the person who is having trouble with motivation and hasn't exercised in years than the fitness buff looking for the latest workout trend."

Leslie is the proud mother of three children, Andrew, Marie Ellena, and Joseph.

WALK AWAY
THE POUNDS®

