

FOR IMMEDIATE RELEASE**CONTACT:**

Elena Nikitina
Director of Journals Marketing and Circulation
SAGE Publications
elena.nikitina@sagepub.com

SAGE LAUNCHES NEW JOURNAL FOCUSED ON LIFESTYLE MEDICINE

Los Angeles, London, New Delhi, and Singapore (November 29, 2006) – SAGE, publisher of over 460 scholarly journals, is pleased to announce the launch of the ***American Journal of Lifestyle Medicine (AJLM)***. Edited by James M. Rippe, MD, this new bi-monthly peer-reviewed journal is the official publication of the American Lifestyle Medicine Association (founded by Dr. Rippe). The first issue will debut in January 2007.

With more and more Americans battling maladies such as allergies, anxiety, depression, cardiovascular disease, hypertension, and weight management issues, it's clear that everything we do—from what we eat to how much exercise and sleep we get—directly impacts our health. The need for the latest research and information in these fields is apparent.

Featuring a distinguished interdisciplinary editorial board, ***AJLM*** will publish articles that:

- Address the impact that lifestyle decisions and activities have on health
- Emphasize the interaction between traditional therapies, such as pharmaceuticals, and lifestyle choices, in treating disease to achieve the best outcomes
- Show how therapies can minimize the extent to which illness impacts lifestyle

Along with peer-reviewed research articles, the journal will also publish commentaries and book reviews.

“While there are many factors that contribute to health problems, one common denominator is that they’re all associated with a person’s daily habits and actions,” commented Dr. Rippe, the journal’s Editor-in-Chief. “With more research in this field than ever before, healthcare providers are not only educating their patients about disease management, but should also be advising them on how to maintain their health through proper lifestyle choices. That’s what ***AJLM*** is all about.”

“This is the first journal dedicated to the area of lifestyle medicine which SAGE, along with Dr. Rippe, sees as the new frontier in medicine,” stated Dr. Peter Binfield, SAGE’s Director of Journals Editorial. “It’s also an excellent addition to our expanding list of healthcare journals.”

Institutional subscriptions are available in Combined (Print and E-access), E-access, and Print Only options. The journal will be available electronically on the enhanced SAGE Journals Online platform beginning in January. The journal’s homepage URL will be <http://ajlm.sagepub.com>. If you would like to be notified when ***AJLM*** is available on SAGE Journals Online and HighWire Press, send an e-mail to notify+spajl@highwire.stanford.edu. Further publication details: ISSN: 1559-8276; eISSN: 1559-8284.

###

About James M. Rippe, MD

Dr. Rippe is a nationally renowned cardiologist and authority on health, fitness, and healthy weight loss. Author of over 35 books and editor of leading medical textbooks in intensive care and lifestyle medicine, Dr. Rippe is founder of the Rippe Lifestyle Institute, a leading research, communication and health promotion organization. He is also the founder and director of the Rippe Health Assessment, and serves as Chairman of the Florida Hospital Institute of Lifestyle Medicine in Orlando, Florida. www.rippehealth.com

About SAGE:

SAGE Publications is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. A privately owned corporation, SAGE has principal offices in Los Angeles, London, New Delhi, and Singapore. www.sagepublications.com