

traineo.com, a free online weight loss and fitness community, sponsors top U.S. doctor in his quest to cycle across America to raise awareness and support to combat America's growing obesity epidemic.



Cambridge, MA (PRWeb) July 10, 2007 – traineo.com, the web's fastest growing online weight loss and fitness community, announced today that it will sponsor one of the nation's top internal medicine physicians, Dr. S. Keith Sutton, MD, FACP, in his quest to cycle across America to raise awareness and money to combat the nation's growing obesity epidemic.

Looking at Dr. Sutton today in his trim 170 lb. cyclist's frame, it is difficult to fathom that only a few years ago he would have been included among America's overweight statistics. In 2002, Dr. Sutton knew something had to change when his shirt size jumped from a medium to an XXX-large. He jumped back onto the bike – an activity he once loved while attending medical school – and started paying attention to what he ate.

"Cycling across the United States has been a lifelong goal that recently has come to represent for me, an example of what can be done when one commits to a lifestyle change," said physician and transcontinental cyclist, Dr. Sutton. "The focus on proper diet and exercise, which is essential to achieve optimal health, has also helped me, as a physician, to realize the importance of setting the best possible example of what can be done with such an effort."

On July 15th, Dr. Sutton will start his transcontinental journey from Everett, Washington to Williamsburg, Virginia. For the next 26 days, he will demand from his body an average of 130 miles and over 4,000 ft. of climbing per day and unlike the Tour de France, there will be no rest days. By the end, Dr. Sutton will have cycled 3,380 miles.

"We're thrilled to sponsor Dr. Sutton in his quest to raise awareness about America's obesity problem," said Alasdair McLean-Foreman, CEO of traineo. "Our goal at traineo is to help motivate and support individuals in their weight loss and fitness goals. Dr. Sutton is a great example of someone who has changed his life by exercising and eating right."

To track Dr. Keith Sutton's cycling progress and read his thoughts on his preparation and transcontinental journey, please visit <http://doctoronabike.groups.traineo.com/>

About traineo.com

traineo.com is a free and intuitive weight loss application that offers effective exercise and visual diet tracking tools. More than a simple training log, traineo also provides members with a built-in support system through its social networking community. Members can choose up to four 'motivators' who receive weekly email updates outlining the member's progress toward his/her weight loss goals. traineo also offers resources and tips from the world's leading health and fitness experts through a growing database of articles and active discussion forums. traineo was launched in August 2006 by HDO Group LLC.

About HDO Group LLC

HDO Group LLC is a provider of innovative health and fitness technology and services via the internet. Founded by Alasdair McLean-Foreman, while studying at Harvard University and competing for England in Track and Field, HDO Group LLC was formed in 2000 with a mission to offer an exciting new dimension to consumers in the health and fitness markets.

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