



## Joan Lunden Fabulous and Fit at 50+

Many of us had breakfast with Joan Lunden almost daily from 1980 through 1997. As the popular co-host of *Good Morning America*, Joan lived a very public private life. We saw her through three pregnancies and an unpleasant divorce. She was our friend, the woman we let enter our homes when beds were unmade, dishes not washed. Even though Joan grew into a celebrity, she remained the girl next door, someone with whom we easily related.

Eleven years later, Joan is still the girl next door, a woman whose busy life is not that different from our own. Her daughters are now adults, and her family has grown with the arrival of two sets of twins with husband Jeff Konigsberg. Joan now has her own production company, Joan Lunden Productions, and will be launching an e-commerce website this fall. She speaks passionately on healthy living and life balance around the country and around the world.

Like many of us, Joan had put on extra pounds with the birth of each of her three daughters. Her professional life on *Good Morning America* kept her on an extremely hectic schedule, leaving little time for her to take care of herself. As Joan puts it, "Taking care of myself was always on my 'to do' list but I simply transferred it continually to the new list...it just did not get done.

"I will never stop talking to women's groups, because I want them to know my life is very similar to theirs, that I struggle to find the time for myself. But I should have known better when, on *Good Morning America*, I interviewed many health experts about committing to a healthy lifestyle, paying attention to food choices, and exercising. And yet I chose to ignore the advice for a good number of years. Then one day I was interviewing a representative from the American Heart Association who was giving a quiz to viewers to assess their risk for cardio-vascular disease. I realized I was failing the quiz, that I was not at all committed to myself, my health or my happiness.



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Silk Purse  
and  
Joan Lunden  
at  
Camp Reveille  
August 21-24



### Attention Campers

SPW has formed a Campers' Club to join Joan at Camp Reveille from August 21-24. If you would like to come along as part of our group, call Chris at 973.689.4751, or Lorraine at 973.689.4750 for details. You can learn more about the camp by visiting: [Camp.Reveille.com](http://Camp.Reveille.com).

"I was also about to turn 39. I told myself I did not want to be on the sidelines in 20 years. I wanted to still be in the game. I saw one of those women's human interest magazines with a photo of a gorgeous, fit woman on the cover. The headline read 'Fit, Fabulous and 40'. That was a life altering moment for me. I knew I had a year before I would be 40, and I became determined to be 'fit and fabulous' on my fortieth birthday. It wasn't easy, but I accomplished my goal."

Believe it or not, that was 18 years ago. Joan's journey to fitness and a healthier lifestyle has never stopped, and her enthusiasm and 'can do' spirit have inspired and motivated women everywhere. Her books are successful, she says, because she is always honest.

In 2007, Joan fulfilled a dream she had thought about for a few years. She founded [Camp Reveille](http://Camp.Reveille.com), a camp for women, a safe haven where women can relearn how to play as they did when they were children, to trust and be supportive of each other, to come to understand that cheering on others makes us want to take on our own challenges.

"Men are raised with a team mentality," Joan points out. "Women don't have that team camaraderie and competitiveness drilled into them. And as time goes by, women lose their sense of play, because they are constantly giving to others, not taking anything for themselves. Camp Reveille gives them the opportunity to find those lost or never learned values.

"I have spent some of the best summers of my life on Long Lake in Naples, Maine, where my husband runs a boys camp. At the end of each summer, I would return home more fit and invigorated than when I arrived. A few years ago, it occurred to me that after the first week in August, the camp was deserted. That's when I had my dream of providing space for women to join me, to share with me the beautiful, peaceful environment plus all the fun things that go along with being at camp. Last year was our first year, and what a ball we all had! Women don't have a whole lot of time, so we keep it to a long weekend. Those who come can be as active, as creative, or as quiet as they want.

"I have had a fabulous time organizing the camp activities. We offer inspiring hikes, tennis lessons with top ranked instructors, archery lessons, pottery and jewelry making classes, and of course swimming and boating. Fitness and dance classes are available, and we go on a beautiful sunset cruise. And what camp would be complete without an evening campfire, complete with s'mores...or a glass of wine.



"For me, the best part is watching how the women change. They learn to reconnect with themselves and their fellow campers. I can't wait for this year! **SPW**

## Joan's Tips to a Healthier You

**Be as committed to yourself** as you are to being a good spouse, parent or working professional. You must take the time to change your life.

**Learn about nutrition.** Fad diets simply do not work. Learn how to shop the perimeter of the grocery store. If you see something your grandmother knew, buy it. If she never saw it or wouldn't recognize the ingredients, leave it on the shelf. Those are the products that contribute to constant weight gain.

**Set small goals for yourself.** Each time you achieve one you will feel successful and keep moving forward.

**Look into the mirror each day**, preferably naked, and imagine yourself at the weight you eventually want to be. See yourself and hold on to the thought of fit, trim and healthy. You see, you need to be able to see yourself at your goal to believe you can get there.

**Find a form of exercise you like.** The only way you will stay with a fitness program is if you enjoy it. There is something out there for everyone.

**Believe in yourself.** Bad habits are habits. Become aware of them and you can change them.

**Learn to love yourself** and your health so that you set an example for others you love.

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***Christine Spear is Editor in Chief of Silk Purse Women magazine.***

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