

FOR IMMEDIATE RELEASE

Waterloo, Ontario
October 6, 2008

From Bench Press to Printing Press...in the Dark

“Muscle, Smoke & Mirrors”

Six years ago, Randy Roach, a local body builder and trainer, embarked on a project. Not just any project. He started to write a book. Lots of people have novels, books, plays, movies or even poetry in their heads – stories in various formats about themselves, others, their families or even insights gained. However, the daunting task of writing, editing, publishing and promoting their work intimidates many. In an age where 5,000 new books are published every day, there must be a large contingent of potential authors who either get scared off at the beginning or start and never reach the finish line by actually publishing a book. It is safe to say, however, that these writers probably have their sight. Almost four years ago, Randy Roach lost his vision. He completed the book, all 562 pages, without the benefit of eyesight. How did he do it? Technology helped. He also had 30 years of his own research, experience and expertise as a personal trainer and body builder. Not to mention a raft of international contacts...and a local team of supporters and cheer leaders.

What’s the book about? “Muscle, Smoke & Mirrors” does not chronicle the process of losing his sight. Instead, it deals with sports nutrition, delving into factors and conditions that shaped the entire dietary landscape of the industrial world from modern fitness trends to the food we put on the table today. Body builders, trainers and fitness experts, even ancient cultures lend their own personal perspective (and diets), resulting in an informative book that entertains rather than preaches. In an era of fast food and poor eating habits, this book is a must-have for amateurs, professionals as well as many others across a larger community.

David Epstein of *Sports Illustrated* has endorsed it. Testimonials are flying in from sports enthusiasts, trainers, body builders and the general public. Arnold Schwarzenegger has been hand-delivered a copy. After all, he’s mentioned, with more to come in Volume II.

The book is published by AuthorHouse. Sales are close to 500 since its release in June. Orders are coming from as far away as the UK, Italy, Germany, and South Africa. Soft and hardcover books are available online at www.authorhouse.com or www.randyroach.ca at US\$57.95 and US\$67.95.

Volume II, which will pick up where Volume I leaves off, will be published in 2009.

You can check out volume I of “Muscle, Smoke & Mirrors” online at www.randyroach.ca where there is a complimentary Preface, Table of Contents, Introduction and Editor’s Notes.

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“FANTASTIC! An ABSOLUTE MUST READ!

The book literally changed the direction and purpose of my radio program!”

**-Carl Lanore,
Syndicated Radio Talk Show Host**

Superhumanradio

“UNBELIEVABLY EXTENSIVE RESEARCH!

I’m assuming this will become a seminal research volume.”

**-David Epstein,
Sports Journalist**

Sports Illustrated

Muscle, Smoke & Mirrors

Volume I

From the simplicity of the Iron Game to the dawning of a mega-fitness industry
The birth of Bodybuilding and its amazing nutritional origins



By
Randy Roach

Foreword by Mauro Di Pasquale, MD

“Today’s universal obsession with a tight athletic body and performance can be traced back to bodybuilding. In fact what we’re going through today was conceived and delivered many decades ago in a sport that is so cutting edge that it took the world almost a century to catch up. Just how it all evolved is fascinating and spellbinding. Randy Roach is the ultimate historian, combining extensive research and interviews with both his vast knowledge of the sport and his obvious writing talent. The result is a book that brings history to life and manages to be both informative and entertaining. Once you start to read this book, even though it’s almost 600 pages long, you’ll find it difficult to put down.”

-Mauro Di Pasquale, MD

***Author of the recent “Amino Acids and
Proteins for the Athlete”***

On the recommendation from faculty of the University of Texas, the 562 page Volume I of “Muscle, Smoke & Mirrors” will be submitted to the North American Society for Sports History where it will be reviewed for use as an academic text book.



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To contact the author and to read a complimentary Foreword, Preface, Introduction and Table of Contents, visit www.randyroach.ca You may also contact Randy Roach directly at 1-877-746-9100 or 519-746-4700 or randy@randyroach.ca

How can this AMAZING resource benefit you? Read on...

Muscle, Smoke & Mirrors

"WOW! Your book is fantastic! I've never read a more in-depth, encyclopedic, riveting work on the iron game. Well done! I can't wait for the next volume."

- Dr. Joe Vitale,
Star of "The Secret"
Author of "The Attractor Factor"

"I cannot fully express to you how much I appreciate the Herculean effort it took to create what is a seminal work in our world. You have single-handedly preserved a huge chunk of our collective history. Your vision, tenacity, hard work and love for all of it is just fantastic. I am in awe of your accomplishment and eagerly await Vol.#2."

- John Balik,
Publisher, *Iron Man* magazine

"In what may be the most exhaustive look yet at bodybuilding's long and winding history, Muscle, Smoke & Mirrors: Volume 1, weighs in at an encyclopedic 562 pages, each meticulously researched and engagingly written. I've only just received my review copy and am both astounded and impressed by the scope of Randy's project."

- Shawn Perine,
Flex Magazine

"Randy Roach has written an absolute gem in Muscle, Smoke and Mirrors, his history of the nutritional origins of bodybuilding. Highly entertaining, erudite, and right on in its incredible insights into fundamental nutritional wisdom, you'll find this fascinating book invaluable in building not only muscles and fitness but also lasting health. If you work out, get this book today and read it - it will change your life."

- Ron Schmid, ND,
Author of "Traditional Foods Are Your Best Medicine" and "The Untold Story of Milk"

"This book is so well written and researched that it deserves to be a University text book for nutritionists, exercise physiologists, and physical educators. What I particularly liked about it, is that Randy blends the knowledge of many sciences to explain the evolution of nutrition/supplementation through the bodybuilding movement, from anthropology to Dr. Hawkins's mapping of human consciousness. It also pleased me enormously to see finally in print, much credit given to Dr. Mauro Di Pasquale's contribution to the nutrition world. Paradoxically, it is written by a blind man that brings a bright light to the facts and events that built the nutrition industry. A thousand thanks for a brilliant work of art and science."

- Charles Poliquin,
Strength coach and author.

"Absolutely fantastic! More than the bottom line! A compendium! This is the best book EVER written on Physical Culture and nutrition. A MUST read!"

- Bob Green,
Industry writer

"I was asked to teach a course on physical Culture and bodybuilding 101 and I would definitely use "Muscle, Smoke & Mirrors" as a class text book. What else can I say; it's brilliant, he's nailed it!"

- Bob Gajda, Ph.D.