

PETER N. NIELSEN'S LIFE COACHING

NATIONAL TV SERIES

Get Moving – Get Fit!

With America's #1
Motivational Life Coach,
Peter N. Nielsen



HISTORY

Peter N. Nielsen at the early age of 15 was diagnosed with Crohn's disease. The challenge of having Crohn's began his lifelong journey to physical and spiritual health. Overcoming his challenges led him to winning over 50 bodybuilding awards, including: Mr. International Universe and Mr. America titles.

Peter N. Nielsen is the creator and host of the syndicated TV and Radio show Peter's Principles, which has impacted hundreds of thousands of lives. In 2001, after his second near death experience due to Crohn's disease, Peter vowed to help inspire and empower as many people as he could to become a better version of themselves through his Peter's Principles lifestyle. These Principles include improved health, importance of eating a clean diet, exercise and overall well-being. Peter now offers a worldwide platform with well over 120 million potential viewers and his shows are seen and heard in over 110 countries. He is an author of six published books, including his latest release, Soul Strength.

Peter is the national spokesman for the Crohn's and Colitis Foundation of America. He is a world-renowned fitness guru who holds an ISSA Master's Degree Certified in Nutrition and Exercise Science. In 2016, Peter helped launch Clean Planet Foods, which delivers clean, protein packed, convenient meals with a meal plan to your doorstep. Peter has owned, and operated, health and fitness clubs as well as physical therapy clinics. He has been a personal trainer and life coach, with an elite clientele. As a life coach he speaks all over the world as a keynote speaker. Peter was voted trainer of the year by Self Magazine and Muscle & Fitness.

A pivotal period of soul searching revealed truths to Peter that transformed his body and his life. This is the foundation of Nielsen's message of health, fitness, and personal power that audiences have come to admire.

Understanding physical, mental, and daily challenges, Peter is able to connect with people on every level. His personal triumphs inspire even the most lackadaisical person. Nielsen studied nutrition and exercise and worked with his doctors to create an overall package of health and fitness that became a lifestyle.

Nielsen's success as a fitness expert and life coach led to numerous local and national TV and Radio appearances. His personal health battles led to an Emmy Award-winning human-interest documentary, followed by Nielsen's owned nationally syndicated series, Peter's Principles.

Peter launched a new Life Coaching website www.peternielsen.com in 2017.

Peter's new TV series, Peter N. Nielsen's Life Coaching, launched Fall 2017 on Discovery Life Network. Here viewers will have more access to Peter's expertise, life coaching, meal plans, exercise tips, inspirational videos and more.

PETER N. NIELSEN'S LIFE COACHING

PETER'S PRINCIPLES FOR HEALTH, FITNESS, AND LIFESTYLE

For over 25 years Peter N. Nielsen has motivated viewers and listeners to get moving and get fit — and to love fitness! Millions tune in to his syndicated TV series, Peter's Principles every day for tips on nutrition, exercise, the latest medical technology, and for Peter's own unique blend of friendly guidance and charming motivation.

As host of Peter's Principles, Peter has created a loyal following of millions throughout the country with his warm, energetic, keep-it-simple approach to health and fitness. Topics range from muscle sculpting to lifting techniques; from cholesterol-reducing foods to protein/carb ratios; from putting together a home gym to fitness on a shoestring budget. Segments are always "hands-on" and often on-location. Viewers and listeners e-mail from all across America with heartfelt thanks for sound fitness advice and the latest health information.

Appealing to women, men, and kids of all ages, shapes, sizes, and backgrounds. Peter combines his heartfelt desire to educate and inspire with one of the world's most respected, multi-dimensional backgrounds in fitness, toning, weight training, bodybuilding, injury rehabilitation — and most importantly, loving your body and your self enough to take care of it.

As a teenager, Peter survived a near-death battle with Crohn's disease. He discovered physical fitness, nutrition, self-love, and positive thinking as his most powerful survival tools. He went on to discover the amazing connection between happy living and a fit, healthy lifestyle. He made it his mission to share that message — and he has — from sick children to fit adults, from the obese to athletic superstars.

This "total package" of fitness — nutrition, exercise, and healthy mental attitude — is what sets Peter N. Nielsen apart from any other fitness expert or host. The warmth and humor of his delivery wins viewers' loyalty and trust. His viewers see in him what they want to see in themselves — health, fitness, and a positive lifestyle.

Peter's Principles is a nationally syndicated 1/2 hour TV series. Please check your local listings for stations, dates, and times, or log onto:

www.peternielsen.com

Discover the Total Package:
Health, Fitness, and Lifestyle.

Peter Nielsen with, from Top: NFL Legend Joe Montana; NBC Today Show Co-host Al Roker; actor and fashion mogul Jaclyn Smith. Bottom of page, on location with NBC cameraman for Peter's Principles; inset, with fitness icon Jack La Lanne.



THE POWER OF PETER N. NIELSEN

A WINNING HOST AND CREATOR OF PETER'S PRINCIPLES

THE AUDIENCE

- Nationally Syndicated Series with over 120 million potential viewers
- Shows have been on ABC/NBC for the last 25 years
- Weekly Radio show/iTunes/Podcast
- Social Media promotes TV and Radio series with 600,000 plus followers
- Hundreds of daily email inquiries via: www.petersprinciples.com or www.peternielsen.com
- Monthly columns in national health and fitness magazines
- Principles of Hope TV Series airs on Impact Network

THE HOST

- America's most charismatic, trusted, life coach wins the hearts & confidence of women and men of all ages, shapes, sizes, & backgrounds
- Seasoned TV and Radio personality – over 25 years experience in front of the camera – live and recorded, studio, and on-location
- Bulletproof reputation and background
- Unmatched bodybuilding & fitness career
- Creator and host of Peter's Principles for 25 years which ran for 15 seasons and 161 episodes

Viewership Demographics

- 60/40 women to men
- Ages 30+

Air Time

- Friday's 6AM-7AM EST Discovery Life Network
- Thursday's 6:30AM on DirecTV, Comcast, and Dish Network
- 6PM on Impact Network

PORTFOLIO

MEET PETER NIELSEN: INTERNATIONAL FITNESS EXPERT & MORE...



**World Champion
Body Builder**

**Motivational
Speaker**



Author



Magazine Columnist



**Creator of Exercise
Videos**



**Fitness Trainer of the
Year in Self, Muscle
& Fitness**



**Owner / Director
Personal Training
Club & Health Club**



**National Spokesperson
for Crohn's & Colitis
Foundation
of America**



**Television and
Radio Show Host**

Taping Peter's Principles



**Live with Gary Player
on NBC's WDIV-TV**

**Emmy Winner,
"Peter's Story"**



CONTACT PETER N. NIELSEN

For further information, please contact us at:

www.peternielsen.com



**Peter N. Nielsen's Life Coaching Airs On Both TV And Radio Worldwide
Check Your Local Listings For Times And Stations**