

FOR IMMEDIATE RELEASE

## Structure House Celebrates 30 Years, a Book Release, and Helping 30,000 People Lose Weight

*March 26<sup>th</sup> declared "Structure House Day" by Durham City Council*

**DURHAM, N.C. (March 26, 2007)** — With 636,000 pounds under its belt, Structure House® marks its 30<sup>th</sup> anniversary with a participant celebration and the release of a new book, The Structure House Weight Loss Plan. Congressman David Price helped Structure House celebrate this milestone anniversary with presentations from successful participants and weight loss experts. Durham City Councilman, Mike Woodard declared March 26<sup>th</sup> "Structure House Day" in the city of Durham.

"Great things have been happening at Structure House for three decades, and it's been a thriving business success over the years," said U.S. Congressman David Price. "Dr. Musante and his staff can celebrate this milestone knowing they've helped inspire important life changes for many people."

Gerard J. Musante, Ph.D., founded Structure House after recognizing the inadequacy of other weight loss programs. "For the past 30 years, I have watched my dream of creating a program where people can succeed and make lifestyle changes become a reality," said Dr. Musante. "We have seen Structure House help 30,000 people. It is rewarding to celebrate the achievements of our participants."

Structure House has taken an innovative approach to helping people lose weight, which involves altering your relationship with food. "This is why we call Structure House a center for weight control and lifestyle change," continued Dr. Musante. "The behavioral change is a key concept that is ignored by so many other weight loss plans and fad diets. Long-term weight loss requires a change in lifestyle."

What began in 1977 with 16 participants has grown into a 21-acre campus. Structure House has developed fitness, medical and residential facilities for 70 participants per week. From the beginning, Structure House was distinguished by integrating psychology with nutrition and fitness. Dr. Musante founded the program with the belief that weight loss should begin with identifying and addressing the reasons behind overeating. He encourages participants to change their relationships with food and learn not to eat to satisfy needs other than hunger.

With increasing demands from clients with diverse medical and psychological needs, Structure House has expanded the programs available. The program offers one-on-one psychological sessions, massage therapy, nutrition counseling, certified personal training, fitness classes and specific programs for medical conditions, including diabetes management and cardiac rehabilitation. A post-bariatric surgery program was introduced in 2006.

Earlier this year, an innovative cell phone program, Structure HouseCalls<sup>SM</sup>, was launched to provide participants the opportunity to stay in touch with clinicians after they return home. The success of Structure House helped Durham earn the reputation as the "Weight Loss Capital of the World."

Dr. Musante opened Structure House with only a nutritionist at his side, but is now assisted by a team of doctors and professionals who share his beliefs about lifestyle and healthy eating. Staff members are central to the success and longevity of the program. Two members recently celebrated 25 years with Structure House.

- more -

**About Structure House**

Structure House<sup>®</sup>, a residential weight loss facility in Durham, N.C., offers a unique, behavioral approach to weight loss and healthy lifestyle change. The facility, which celebrates its 30<sup>th</sup> anniversary in March 2007, integrates principles of nutrition and exercise with psychology in a treatment approach designed to transform the eating habits and lifestyles of overweight individuals. Since 1977, Structure House has helped more than 30,000 people from all 50 states and 35 nations battling obesity. The name Structure House underscores the critical role structure plays in achieving long-term weight loss.

Gerard J. Musante, Ph.D., one of the nation's leading experts on obesity and weight loss, is the founder and director of Structure House. A renowned clinical psychologist, Dr. Musante was the first person to adapt the principles of behavior modification to the eating habits of significantly overweight people and food abusers. Dr. Musante is the author of The Structure House Weight Loss Plan. For more information, visit [www.structurehouse.com](http://www.structurehouse.com)

###

**Media Contact**

Paige Parker  
919-277-1162  
[pparker@fwv-us.com](mailto:pparker@fwv-us.com)