

CONTACT:
Beth Laski
818.986.1105
beth@bethlaski.com

**WELLCOACHES FOUNDER MARGARET MOORE, AKA “COACH MEG”
LAUNCHES WEBSITE PROMOTING MASTERY OF WELL-BEING**

June 3, 2008 Wellesley, MA – Margaret Moore, founder and CEO of Wellcoaches Corporation, known to thousands as “Coach Meg,” has launched the Coach Meg website to promote personal responsibility: first for one’s health and well-being, and second to become a leader and role model.

Coach Meg’s website, www.coach-meg.com, is a resource for individuals and executives who are committed to improving their health and well-being. Based on her innovative metaphor, the DNA of Well-Beings, the website features Coach Meg’s blog (with coaching session podcasts and commentary), a free subscription newsletter, and quick well-being assessments; it also introduces executive wellness coaching, which Coach Meg provides for a limited clientele. Simple and elegant, the site is designed to motivate visitors to become Well-Beings and play a part in spreading wellness.

“In this era of consumer-directed health we’re asking people to take charge of their health and wellness,” says Coach Meg. “This is not an easy task. We need new life skills not taught at school or at home, and they are difficult to learn when the demands of adult life arrive. I help people imagine their lives as Well-Beings, turning their visions into reality, rising above their challenges, and serving as role models for others.”

Coach Meg walks the walk. She’s arrived at the age of fifty in top shape. An entrepreneur who worked for 17 years in the biotechnology industry, Coach Meg is a coach of coaches, and she energizes everyone she meets. Her company, Wellcoaches, has trained 3,000 coaches who work one-to-one with clients to take charge and master their health and wellness. These coach/client partnerships are a perfect complement to bring to life online personal health records now available from Google, Microsoft, Revolution Health, WebMD, health plans, and others.

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Read about Wellcoaches in the New York Times & Newsweek

<http://www.nytimes.com/2008/03/06/fashion/06fitness.html>

<http://www.nytimes.com/2008/03/06/fashion/06fitside.html?scp=1&sq=moore&st=nyt>

<http://www.blog.newsweek.com/blogs/tipsheet/archive/2008/05/24/how-to-get-a-leg-up-for-fitness.aspx>



ABOUT COACH MEG (MARGARET MOORE) www.coach-meg.com

Coach Meg (Margaret Moore), BS, MBA, CEO, founded Wellcoaches in 2000 after 17 years as an executive in the biotechnology industry. She shifted her focus from the high tech side of medicine to prevention and well-being and has become a leader in building the health and wellness coaching industry. Ms. Moore is co-founder of the McLean Hospital/Harvard Medical School Coaching & Positive Psychology Initiative and annual Coaching Psychology Conference (www.harvardcoaching.org). She has published various papers, publications, and the in-press Lippincott Williams & Wilkins Coaching Psychology Manual.

ABOUT WELLCOACHES CORPORATION www.wellcoaches.com

Wellcoaches has set the gold standard and is building the professions of certified health, fitness and wellness coaches in strategic partnership with the American College of Sports Medicine ([ACSM](http://www.acsm.org)). The coach training school has trained 3,000 coaches and now trains 1,000 per year. Wellcoaches connects consumers with the best wellness coaches and delivers the award-winning EAC®, Employee Assistance Coaching program, including executive wellness coaches to employers in collaboration with WorldDoc and Wells Fargo Health Solutions. In May 2008, Wellcoaches was issued a U.S. patent for the invention of Internet supported personal coaching for health and well-being, co-invented in 1999 by Coach Meg and Paul Clark, a prominent biotechnology patent attorney.