

**FOR IMMEDIATE RELEASE**

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**JASON KARP SIGNS BOOK DEAL FOR *COACHING THE KENYANS***

**ITEN, KENYA** – Running coach, exercise physiologist, and author Dr. Jason Karp signed a deal this week with Coaches Choice to write *Coaching the Kenyans*, a unique book that tells the story of an American coach living and coaching in Kenya, and how coaches and runners can benefit from his experience. It is scheduled to be published in 2023.

“It may not be a stretch to say that my entire career has led me to this moment,” said Dr. Karp, who is represented by literary agent Grace Freedson of Grace Freedson’s Publishing Network in New York. “To my knowledge, there has never been an American coach who has lived in Kenya to coach the Kenyan runners. By living and coaching in Kenya, this unique experience gives me the opportunity to tell a story and share some insights from coaching the world’s best runners.”

*Coaching the Kenyans* is Dr. Karp’s 14th book. His most well-known titles include *Running Periodization*, *The Inner Runner*, *Running a Marathon For Dummies*, and *Running for Women*.

**About Coaches Choice**

Coaches Choice is one of the world’s premier publishers of instructional materials for coaches at all competitive levels. Founded in 1997, Coaches Choice offers an inventory of over 2,400 titles that feature several of the most well-known coaches in their sport. For more information, go to [coacheschoice.com](http://coacheschoice.com).

**About Jason Karp**

Dr. Jason Karp is founder and CEO of the women’s-specialty run coaching company [Kyniska Running](http://KyniskaRunning.com). A competitive runner since sixth grade, Jason quickly learned how running molds us into better, more deeply conscious people, just as the miles and interval workouts mold us into faster, more enduring runners. This passion Jason found as a kid placed him on a yellow brick road that he still follows as a coach, exercise physiologist, bestselling author of 13 books and more than 400 articles, and speaker. He is the 2011 IDEA Personal Trainer of the Year and two-time recipient of the President’s Council on Sports, Fitness & Nutrition Community Leadership award. His REVO<sub>2</sub>LUTION RUNNING™ certification has been obtained by coaches and fitness professionals in 25 countries. His training programs and books can be found at [drjasonkarp.com](http://drjasonkarp.com).

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