

Written by Karah Van Kammen

Fitness model and IFBB Figure Pro brings her health and fitness expertise to AZFoothills.com Fit blog



March 6, 2014 (Scottsdale, AZ) – AZFoothills.com, the fastest growing website in Arizona, has added fitness guru Felicia Romero to its impressive list of contributors. Romero, a five time IFBB Pro figure winner and professional fitness trainer with a decade of experience in the industry will share her savvy skills, top tips and practiced knowledge with readers in brand new weekly content. Recently featured on cover of Oxygen Magazine, Felicia Romero is rated among the Top 5 professional female competitors in the world, and has been featured in magazines Muscle and Fitness, Muscle and Fitness Hers, Oxygen and Flex Magazine.

AZFoothills.com ranks in the top 10k most visited websites in the United States with more than 200,000 unique visitors per month. AZ Fit, one of AZFoothills.com most popular blog outlets among its network, features Valley-wide fitness and exercise tips. With insider looks on new and fun ways to work out to premiere nutrition advice to the latest wellness techniques AZ Fit is a one stop shop for staying in shape. AZ Fit articles are easily sharable on social media through platforms like Facebook where AZ Foothills ranks top among Arizona media outlets with more than 28k fans and Twitter which boasts more than 26k followers.

Michael Dee, President and Publisher of AZFoothills.com and Arizona Foothills Magazine, says "AZ Foothills continues to expand and feature topics that are relevant today. Health and fitness is the new way of life for so many and we want to share the best options both locally and nationally." Romero states, "I am so excited and grateful to begin contributing to AZ Foothills! I began writing years ago as a means to help me in a very stressful time in my life. I fell in love with writing and it helped me in so many ways. I am hoping that my knowledge, transparency and experience can help others as well!"

AZFoothills.com is the Valley's fastest-growing Web site. Arizona Foothills Magazine and Arizona Foothills Online are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona.

Scottsdale-based Media That Deelivers, Inc. (www.mediathatdeelivers.com) is a leading luxury magazine publisher that produces many titles in its luxury collection of magazines, including the monthly Arizona Foothills Magazine, Arizona Foothills Tucson Online. The company also publishes an array of custom products for world-renowned organizations like the The Westin Kierland, JW Marriott Resorts and Mountainside fitness.

Felicia Romero is an Arizona native who grew up playing sports like track, volleyball and softball which she took to the collegiate level with the Arizona State University Women's Softball team. Romero received a Masters in Exercise and Wellness and opened up her first studio at 20 years old. In 2010 she opened up AZ Pro Physiques which she co-owned and operated for 3 years. She recently sold the ownership to pursue motivational speaking, writing promotion of health and fitness nationwide. The highly sought after NASM and ACE certified trainer makes regular appearances on Arizona local Fox, CBS and News Channel 3 affiliates as a fitness correspondent. She has also teamed up with Hi Health youth ambassador programs speaking at the high schools around the valley.