



**PRESS RELEASE**

**For Immediate Release**

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**LOCAL BUSINESSWOMAN PROMOTES RANDOM ACTS OF KINDNESS  
Gets Attention of International Bestselling Author**

**Fort Lauderdale, Florida – May 27, 2010**– On Wednesday, May 26th, 2010, International Holistic Center’s Dr. King will host Mark Sanborn, CSP, CPAE on her radio show on 1470 WWNN. Mr. Sanborn’s book, [The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary Into the Extraordinary](#) is an international bestseller and was on the New York Times, Business Week and Wall Street Journal bestseller lists.

Inspired by [The Fred Factor](#), Dr. King has been promoting and lobbying for people in her community to become a “Fred” and for everyone to find “Fred’s” by actively participating in “Fred Sightings”. A “Fred” is someone who goes above and beyond the call of duty; someone who does random acts of kindness. This can be anyone who turns something ordinary into extraordinary, with no ulterior motives. Dr. King, CEO of the International Holistic Center, has been requesting stories from listeners and sharing stories on the air about people that have shown themselves worthy to be called a “Fred”. Since starting this segment, many people have shared stories and the reaction has been outstanding. Dr. King enjoys spreading the good news and hopes that this will encourage people both locally and nationwide to help out others. Dr. King explains “doing good deeds is contagious; I hope other businesses and community leaders join me in promoting Fred Sightings as a national activity”.

This phenomenon has gained the attention of the author of [The Fred Factor](#), Mark Sanborn. Dr. King will interview Mr. Sanborn on the air on Wednesday May 26<sup>th</sup>. Mark Sanborn is an international best selling author and noted authority on leadership and customer service. He has served as the president of the National Speakers Association and is one of the youngest speakers ever to be inducted into the Speaker Hall of Fame. He has authored eight books and nearly two dozen audio and video training programs including the best selling books [The Fred Factor](#) and [You Don’t Need a Title to be a Leader](#). In 2007, Mr. Sanborn was awarded the Ambassador of Free Enterprise Award by Sales and Marketing Executives International. His latest book, [The Encore Effect](#), was released by Random House in 2008 and was an instant Amazon business bestseller.

Dr. Elizabeth King founded International Holistic Center because of her personal quest for effective pain management after having 35 surgeries and being bedridden for almost 2 years. Now, the Center is the destination for advanced integrative healthcare, pain management and wellness services. Dr. King also hosts the “Health Fusion Hour,” a one-hour radio talk show with a holistic perspective. The show airs weekly on WWNN 1470 AM, the Health and Wealth station, live on Wednesdays from 10-11 AM and rebroadcast Fridays from 3-4 PM and Saturdays from 7-8 PM. You can also listen to archived shows at [www.CounselingNWellness.com](http://www.CounselingNWellness.com).

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*For more information about Dr. King, the International Holistic Center or “Dr. King’s Health Fusion Hour”, call 954-903-9426, email [DrKing@CounselingNWellness.com](mailto:DrKing@CounselingNWellness.com), or visit [www.CounselingNWellness.com](http://www.CounselingNWellness.com).*