

Media Kit 2009



About Matthew Bennett

When People Magazine did a feature article on Matthew Bennett, he explained his life's goal as "**having a permanent positive effect on as many people's lives as possible.**"

Today, he's reaching more people than ever through his speaking, coaching and philanthropy.

Matthew Bennett, President of [BTDT Enterprises](#), founded in 1988, develops, publishes, and distributes innovative educational materials in conjunction with major charities. He has personally authored books with sales totaling **over five million copies** and worked directly with sixteen national non-profits raising millions of

dollars.

Matthew frequently leads seminars on topics ranging from overcoming adversity to Role-model Entrepreneurialism to Excuse Blasting. He has spoken at **conventions, universities, hospitals, and many other venues to audiences as large as 2500**, and appeared in a wide variety of national media.

In 1991, Matthew wrote **THE MATERNAL JOURNAL** (co-published with Simon & Schuster, over 3 million copies sold) to help boost faltering levels of prenatal education and infant care in the United States. **THE BABY JOURNAL** (1992), contributed to Matthew becoming a March of Dimes Volunteer of the Year in 1992 and 1993. Both books were National Parenting Center Products of the Year, and won the Healthcare Public Relations Marketing Association's Golden Advocate Award with perfect 90 out of 90 possible scores.

Matthew teamed up with the American Heart Association and popular comic strip illustrator Cathy Guisewite to create **LIFESTYLES OF THE TRIM AND HEALTHY** (1994). This fun, easy-to-read guide to better exercise and nutrition offers straightforward advice and strategies for a healthier lifestyle.

THE PUPPY and KITTEN JOURNALS (1998) assist new pet owners with the training, safety, and medical info needed for their first year with a new dog or cat, and benefited the American Veterinary Medical Foundation.

IN A CHILD'S EYES (1996) is an inspirational, heart-warming book that was rated the highest by parents among all incentive products used by Aetna Healthplans, and benefited the National Paralysis Foundation.

FAT MATT (2004) and [FATMATT.COM](#) combat our nation's skyrocketing obesity rates by shocking people into acknowledging the fundamental reasons and simple solutions that can put an end to our weight-gain epidemic. It encourages readers to recognize that the truth will set them free (or at very least, loosen their pants).

THE BETTER PLANET PLANNER (2009) is an inspirational twelve-month guide espousing sound philosophies to address widely recognized environmental issues. It will raise millions of dollars for select nonprofits.

SELL BOOKS BY THE TRUCKLOAD is a live seminar and CD course that motivates and teaches authors how to successfully market their work through innovative and non-conventional avenues.

The TRIALS TO TRIUMPH seminar series entertains and inspires audiences by sharing the lives of extraordinary individuals who have overcome seemingly insurmountable challenges. Simultaneously, it encourages introspection and reflection regarding the common obstacles and frustrations that people often allow to destroy their dreams and keep them from fulfilling their greatest potential.

In addition to his vocational endeavors, Matthew spent five years as a State Commissioner with California Special Olympics, served as a consultant for the California Governor's Council on Physical Fitness, received Angel of the Year awards from Mychal's Learning Place and The Vietnamese Cultural House, and has represented numerous organizations as a national fund-raiser.

He was President of the Honors Collegium and received a B.A. in Communications from UCLA where he guest lectures for the MBA Anderson School Entrepreneur Program.