

# AUTHOR MEDIA KIT

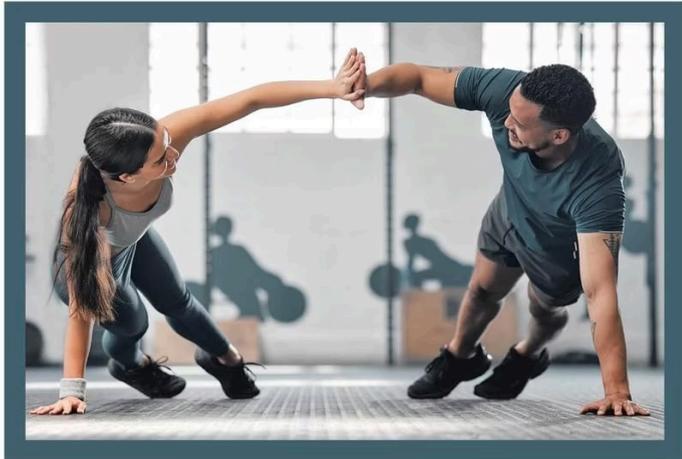
David Emerson Frost | Author of *Strong to Save: Your GenX Imperative to Die Harder and Later*

**Covered on AP News, NBC, CBS & ABC Affiliates**

*David Emerson Frost is a retired Navy Captain, master fitness trainer, champion rower, and visionary author bringing a bold, science-backed wake-up call to Generation X—challenging midlife adults to build strength, outlast decline, and add years to their lives.*

David Emerson Frost · [dave@wellpastforty.com](mailto:dave@wellpastforty.com) · Verified by BrightKey PR

# About David Emerson Frost



**STRONG**  
**TO**  
**SAVE**  
**YOUR GENX IMPERATIVE TO DIE HARDER AND LATER**  
**DAVID EMERSON FROST**

David Emerson Frost—known to clients as "Koach Dave" or "Frosty"—is a retired Navy Captain, master fitness trainer, champion competitor, and accomplished author whose life's mission is helping GenX build strength and extend their healthspan well past forty. After decorated careers in the US Navy and the business world, he founded Well Past Forty LLC to promote wellness and longevity.

Drawing on his background as a national and world champion Master's rower, rowing coach, NFPT-certified trainer, Group Winner in the Mr. Health and Fitness 2026 Invitational, and new world record holder for a 24-hour ultra distance in rowing, Frost equips readers to build their own "physical bank account" with an added ten-year warranty. His writing style—active, science-grounded, and infused with folksy humor—reflects his decades as a professor, executive speech writer, and coach.

## Behind the Book

Strong to Save: Your GenX Imperative to Die Harder and Later is the bold follow-up to his first fitness primer, KABOOMER—delivering a practical, sweat-tested roadmap for Generation X to reclaim their prime years and die harder and later.



## Media Coverage & Recognition

### AP News Coverage

National press release:

"Strong To Save By David Emerson Frost Calls Gen X To Build Strength, Extend Vital Years, And Redefine Aging"

[View AP News Coverage](#)

### Covered on 200+ News & Media Outlets

Featured across major news networks and affiliates, introducing readers to a science-backed, sweat-driven guide to GenX vitality and strength longevity

Verified by BrightKey PR | Published March 5, 2026

# Interview Topics & Talking Points

Let's Talk About...

1

## Strength as Medicine

Exploring the science behind how functional strength training counters inflammation, slows physical decline, and reduces disease risk in midlife adults

2

## Rejecting Passive Aging

How GenX can leverage a "cornerstone of strength" to outperform the so-called normal aging curve and potentially add 7 to 10 additional high-quality years of life

3

## The Xercist Philosophy

What it means to become an "Xercist"—leveraging both nature and technology as performance multipliers—and why this mindset transforms exercise into an act of self-preservation

4

## Building a Physical Bank Account

Frost's signature framework: how consistent strength habits function as a long-term investment in vitality, resilience, and independence with a 10-year warranty

5

## Record-Breaking Achievement & Credibility

From Group Winner at the Mr. Health and Fitness 2026 Invitational to a new world record in 24-hour ultra distance rowing—how Frost leads by example at every stage

6

## GenX's Urgent Health Imperative

Why an average GenX will be unhealthy for roughly 20% of their years—and what practical, sweat-backed fitness habits can do to change that trajectory starting today

**Available for podcasts, radio, TV, print interviews, and event appearances.** David is an energetic and credentialed speaker who connects with audiences interested in fitness, longevity science, healthy aging, and the GenX experience.

# Booking & Media Requests



David Emerson Frost

**Author, Master Fitness Trainer & GenX Longevity Advocate**

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🌐 [wellpastforty.org](http://wellpastforty.org)

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*Schedule a 15-minute intro call to discuss coverage, guest features, or speaking opportunities.*

## 📖 Book Availability

**Strong to Save: Your GenX Imperative to Die Harder and Later** is available now on Amazon with a 4.2 out of 5 star reader rating. Paperback released January 31, 2024. Kindle edition available at \$7.99.

[Order on Amazon](#) | Also available in Hardcover and Kindle

# Impact & Recognition

4.2

Star Rating

Reader-verified rating on Amazon from midlife adults energized by Frost's bold, science-backed fitness manifesto

200+

Media Outlets

Featured across major news networks and affiliates, amplifying the GenX longevity and strength message nationwide

## What Readers Are Saying

"A bold, sweat-driven guide that combines competitive athletic insight, coaching experience, and practical fitness science—*Strong to Save* challenges GenX to reject passive aging, build a cornerstone of strength, and power up for 7 to 10 additional high-quality years of vital, capable living."

**For GenX professionals, parents, and athletes who refuse to settle for decline**, *Strong to Save: Your GenX Imperative to Die Harder and Later* delivers a practical trifecta of working habits to counter inflammation, outlast expectations, and make their next years their best years.