



November Project: The Book: Inside the Free, Grassroots Fitness Movement That's Taking Over the World

By Brogan Graham, Bojan Mandaric, Caleb Daniloff

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November Project: The Book is the story of how two irreverent, way-outside-the-box fitness fanatics are flipping the fitness industry on its head and literally making the world a better place, one city at a time. No facility. No machines. Just two dudes and a tribe of thousands. Welcome to November Project's world takeover.

What started 4 years ago as a simple monthlong workout pact between two former Northeastern University oarsmen in Boston has grown into an international fitness phenomenon. November Project espouses free, public, all-weather, outdoor group sweats that turn strangers into friends and connect everyone to the city in which they live. It's been described as everything from flashmob fitness to "the fight club of running clubs" and a cult. But November Project prides itself on defying categories.

In *November Project: The Book*, Brogan Graham (a.k.a. BG) and Bojan Mandaric, in their own spicy, big-hearted words, chronicle, along with tribe member and writer Caleb Daniloff, their fitness movement's genesis, evolution, operations, membership, "secret sauce," and future--and along the way, show you how you can get fit and societally engaged. The book also includes illustrated workouts; the keys to meaningful civic engagement; information on using your city as a gym; advice on starting an NP tribe; tips on growing, sustaining, and invigorating membership through social media; and thoughts on the collective power of community.

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Editorial Review

Review

"NP is exactly like fight club...but with hugging."

-Andrew Ference, 2011 Stanley Cup champion and member of November Project Edmonton.

"You could go through life alone, unfit, and numb to your prowess and potential. Or you could read this book. It's entirely up to you."

-David Willey, editor-in-chief of *Runner's World* and member of November Project New York/Boston.

"A class at the gym is to November Project what riding in the back of a taxi is to space travel. There is nothing in the world of fitness, motivation, and sheer energy that compares to showing up at 6:27 a.m. with hundreds of screaming people ready to train in the cold, rain, snow, ice, sun, heat, and beauty of a city that is still asleep."

-Casey Neistat, 34, filmmaker and entrepreneur, 3:02 marathoner, New York City, Boston tribe

"The whole thing's fuckin' weird."

-Dean Karnazes, 53, renowned ultra runner and *New York Times* bestselling author, Milwaukee, Madison, San Francisco, and Boston tribes

"New requirements for any place I live in the future: There must be a tribe. What a bunch of brilliant, beautiful weirdos. I've finally found my people."

-Chris Mosier, 35, LGBT advocate, first transgender athlete on Team USA (duathlon), New York City, New York City tribe

"The reason I joined the Tribe was the unique combination of fitness, community, respect, love, and most importantly inclusion. I love getting hugged by total strangers at 6:25 am. My fav hashtag: #JustShowUp."

-Bart Yasso, 60, chief running officer, *Runner's World* magazine, Emmaus, Penn., Philadelphia tribe

About the Author

Brogan Graham and Bojan Mandaric formed a brotherly bond on the Northeastern University crew team. Through their continued passion for fitness, this high-spirited duo have tapped into today's ever-increasing need for human connection in the face of rampant technology, declining public health, and global instability. Graham lives in San Diego and Mandaric lives in Boston.

Caleb Daniloff is a contributing editor to *Runner's World* magazine and the author of *Running Ransom Road*, a memoir. His work has appeared in numerous outlets, and he has received multiple awards, including a nomination for a Pushcart Prize.

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Robert Williams:

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Fred Peterson:

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