

# But Wait, There's More!

## IN MEMORIAM

### Jack LaLanne, 1914-2011

**F**itness guru and DRTV icon Jack LaLanne died Jan. 23 at his home in Morro Bay, Calif., of respiratory failure due to pneumonia. He was 96 years old. Known as the “godfather of fitness,” LaLanne gained fame within the DR industry for his superbly successful Jack LaLanne’s Power Juicer, launched an TV exercise program in the 1950s that he hosted for 34 years, designed multiple exercise machines and authored numerous health-and-fitness books.

LaLanne’s foray into the world of direct response came as the spokesman for his eponymous Power Juicer, which saw years

of success. “I’m never selling anything, I always look at it as trying to help people,” LaLanne said of his DR endeavors (*Response Magazine*, June 2003). “I’ve been juicing since I was 15 years old. It changed my life and this product can help others change their lives.”

LaLanne is survived by his wife, Elaine; Elaine’s son, Dan Doyle; LaLanne’s daughter by his first marriage, Yvonne; and the couple’s son, Jon.



*Response* Editor-in-Chief Thomas Haire calls the interview for the magazine’s June 2003 cover feature on Jack LaLanne “one of the most engaging, inspiring and downright funny” interviews he’s ever done.



The Jack LaLanne Power Juicer is one of the most successful DRTV products of the past decade.



Then-California Gov. Arnold Schwarzenegger joined the DR industry to salute Jack LaLanne on his 95<sup>th</sup> birthday in 2009, during a charity gala event in Beverly Hills, Calif.



Jack and Elaine LaLanne shared the same zest for juicing, marketing and life. Here, they demo the Power Juicer during an industry event in Las Vegas in 2002.

