

Chasing 120 – A Story of Food, Faith, Fraud and the Pursuit of Longevity

Perpetually grinning, fast-talking Texas adman-turned-preacher, Dr. Tyler Belknap, promises health and longevity to a cult following via his nationally televised daily infomercial programs. The meteoric success of Belknap's Wellness 120 empire is fueled by "the pursuit of longevity," touted by Belknap as a biblically-based promise of 120 healthy years for those who follow his regimen and purchase his nutritional products.

The dark side of Wellness 120 is that many of Belknap's supplements are laced with exotic substances and genetically modified plants developed in his high-tech secret research lab. Wellness 120 creative director Dave Whitman and his wife Marcia suddenly find themselves in the center of a huge crisis when their robustly healthy teenage son suffers brain damage from one of Belknap's psychoactive, genetically modified food products. The Whitmans must come to grips with the fact that the charismatic leader they once admired is a crook and charlatan whose empire has been built on false promises and religious fraud.

Chasing 120, written by author, artist and syndicated cartoonist Monte Wolverton, reflecting many of his life experiences, is an easy, entertaining read, filled with intrigue and authenticity—a story that speaks to the shattered dreams of so many who have experienced their house of pseudo-religious cards falling around them.

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\$14.99 U.S.



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by Monte Wolverton