

A Storied Life Publishing

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A STORIED LIFE PUBLISHING ANNOUNCES RELEASE OF WRITE IT OFF CLUB

(LOS ANGELES, CA)—September 9, 2008—A Storied Life Publishing announced today the release of a new-approach weight loss program, the Write It Off Club, on January 1, 2009.

"For too long, overweight people have had few choices – either starve yourself with a fad diet, or have invasive surgery," said Noel Brinkerhoff, executive director of A Storied Life Publishing. "This year, on what should be a happy day of making new resolutions, I wanted to offer an affordable support system for people looking to lose weight this year. I believe we've done that with Alyson Mead's Write It Off Club."

Using a combination of guided meditation, follow up exercises and instruction on how to identify and redirect internal stories people tell themselves all the time, usually without knowing it, Mead's program helps participants find emotional problems behind overeating, provides motivation for exercise and even assists them in completely rewriting the story of their lives.

The web site (<http://www.WriteItOffClub.com>) will operate as a monthly online coaching program and support system, sending out email lessons 2-3 times per week (some with audio file meditations), offering individual chat sessions with Mead, and providing ways to communicate with other members, for additional support. Cost is \$9.95 per month.

"Overall health is important to me for several reasons," said Alyson Mead, author of the Write It Off Club. "It's the baseline from which we all operate, the place that has to be okay if we're going to achieve anything more. From personal experience, I can say that diets simply don't work. Only by dealing with the emotional aspects of weight gain, and eventually weight loss, in conjunction with healthier food choices and exercise can there be real and lasting results. It worked for me, and it can work for others as well."

Mead is the author of the bestselling *Wake Up to Your Weight Loss*. Her fiction, essays and articles have been published in over 30 publications, including Salon.com, *In These Times*, *The Sun*, *Whole Life Times*, *Spirit* and the *New York Daily News*. People all over the world have attended her personal narrative workshops.

Mead is available for interviews, features, sidebars, book club appearances and panel discussions. She will be embarking on a 23-city book tour in January, in support of the Write It Off Club and *Wake Up to Your Weight Loss*. Copies of the book are available by email request to Becca Hornbuckle at Becca@AStoriedLife.com.