

**FOR IMMEDIATE RELEASE**

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**MEET THE F.A.T. BALANCE CHARACTERS...  
YOUR ENTERTAINING SOLUTION FOR LASTING WEIGHT LOSS**

Dallas, Texas, December 15, 2008 -- When was the last time you read a diet book from cover to cover because it made you smile, laugh, and shout with joy? *F.A.T. Balance Diet: 10 Steps to Weight Loss Freedom* offers a stress-free way to lose pounds and inches. Unlike other diet books, it is uniquely communicated using humorous fictional characters to demonstrate a simple, step-by-step journey to successful weight management.

Kevin Jones, author of *F.A.T. Balance Diet*, was inspired to write the book after watching his mother (Evelyn Jones) struggle with weight management during his childhood. Jones' beloved mother... who welcomed him into her home when he was an infant foster child...suffered from hypothyroidism, depression, and a multitude of obesity-related health issues. Evelyn died in 1997 (and weighed more than 300 pounds).

"This book evolved from many years of observation, reflection, research, and participation," Jones explains. Over 95% of people who lose weight gain it back within a few years. "This yo-yo syndrome is caused by imbalances" Jones adds, "and I developed the humorous F.A.T. Balance characters to help people discover and embrace the authentic joy, love, and personal balance that are the cornerstone of effective weight management."

Success begins when you forgive yourself for past dieting failures and start progressing with the humorous F.A.T. Balance characters through the '10 steps to weight loss freedom.' Each character is inspired by real people and represents the obstacles and challenges faced by everyone who desires lasting weight loss. Using *F.A.T. Balance*...your weight management journey can be enjoyable and surprisingly simple.

**Kevin Jones is founder of Fitness Lifestyle<sup>®</sup>, a media company providing stress-free solutions for healthy living. He is certified by the American Council on Exercise as a Lifestyle and Weight Management Consultant.**

**Book Reviews**

"This book is different in that it uses humorous, fictional characters to get the message across"

-- Desonta Holder, **Miami Herald**

"Kevin Jones uses funny fictional characters in *F.A.T. Balance Diet* to demonstrate a step-by-step action plan for successfully losing weight and not gaining it back."

-- Barb Berggoetz, **Indianapolis Star**