

## **Fat Activist re: Kellogg's New Ad Campaign—"Lose the Hate, not the Weight!"**

Creator of original Yay! Scale, Marilyn Wann, says,

"Yay for removing numbers from the equation and boo for encouraging 'serial' dieting."

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FOR IMMEDIATE RELEASE

SAN FRANCISCO, California—Leading fat activist Marilyn Wann congratulates Kellogg's for a new ad campaign that tells women not to "focus on numbers on the scale."

"It truly is not what the numbers on the scale read, but how you feel about yourself that allows you to project beauty and confidence to the world," Kellogg's spokesperson Jesper Lund Jacobsen said.

"I couldn't agree more!" said Wann, *FAT!SO?* author and creator of the original Yay! Scale, a self-esteem-boosting bathroom scale that gives compliments instead of numbers.

Kellogg's unveiled a similar scale in Times Square yesterday. In the company's version, life gains — "confidence," "sass," "pride" — depend on losing weight.

"Women of all sizes can feel confident, sassy, and proud right now," said Wann. "I was so excited when I heard Kellogg's telling women not to worry about the numbers on the scale. We all know that the vast majority of people who lose weight will regain it within a year or two. Decades of medical data say this is true. Kellogg's just didn't go far enough. Why would they tell women the good things in life rely on the unreliable approach of 'serial' dieting?"

Increasing numbers of scientists and medical experts are urging people to focus on health and happiness instead. Good nutrition and exercise habits last longer when they are not part of a weight-loss effort, researchers find. (JADA 105 #6 [2005]: 929-936.) The Association for Size Diversity and Health endorses the approach, called Health At Every Size(SM).

For people who want to be more physically active, HAES experts offer fun fitness dvds:

[www.thefatchick.com](http://www.thefatchick.com)

[www.gratefulspirityoga.net](http://www.gratefulspirityoga.net)

[www.kellybliss.com](http://www.kellybliss.com)

"I care *way* too much about being healthy and happy to try to get there through weight loss," said Wann, an international spokesperson for fat civil rights. "It's not about settling, it's about celebrating! I hope Kellogg's next ad campaign encourages all of its customers to eat well and enjoy their bodies. Here's a slogan they can use: 'What do you gain when you lose self-hate?'" (The current campaign's slogan: "What do you gain when you lose?")

The original Yay! Scale is available for purchase at [www.voluptuart.com](http://www.voluptuart.com).



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**For data on the failure rate of weight-loss dieting:**

Journal of the American Medical Association 295 #1 (2006): 39-49.

Journal of the American Medical Association 297 #9 (2007): 969-77.

NEw England Journal of Medicine 338 #1 (1998): 52-54.

International Journal of Obesity 22 (1998): 89-96.

International Journal of Obesity 20 #1 (1996): 47-55.

International Journal of Obesity 18 (1994): 145-54.

American Journal of Clinical Nutrition 70 (1999): 965-73.

NIH Technology Assessment Conference on Methods for Voluntary Weight Control (1992).