

For Immediate Release

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Showcasing the Power of the Personal Story, Obesity Action Coalition (OAC) Launches Weight of the World, a New Online Platform Designed to Connect Individuals

Tampa, Fla. – Obesity Action Coalition’s (OAC) latest initiative, Weight of the World, is a global effort designed to link people with obesity through a user-friendly web platform of shared stories about their weight and health journeys. While the goal of the Weight of the World initiative is to provide support and a voice for individuals, the OAC also sees this initiative as a powerful way to raise awareness of obesity and the impact this disease has on the real lives of those who struggle or who have walked the journey.

Obesity affects millions of people around the world, but too often it is misunderstood, misjudged and stigmatized. WeightoftheWorld.com was created to bring about change powered by the ones who live with the challenges of obesity every day. Their stories give a face, a voice and a name to a disease that is often expressed in statistics and surrounded by stigma.

Weight of the World offers individuals a valuable opportunity to share their stories with others in a real and honest environment where individuals can feel safe, accepted and supported. Living with obesity and navigating your weight journey can be difficult. Weight of the World serves as inspiration for those on their journey while offering a unique and diverse perspective on obesity’s complexity, as well as how it affects each individual in all areas of life.

The Weight of the World website contains an easy to navigate video library featuring these personal stories that is accessible by log-in on a secure site, which allows everyone who shares their story to feel comfortable, know each story is authentic and feel safe sharing their own.

“Real stories have the power to change real lives,” states Michelle Vicari, OAC Chairwoman. “We invite you to be a part of this great initiative and hope you will provide support to others by sharing your own personal perspectives through our new online platform.”

Personal stories displayed on the Weight of the World Web site are only accessible by logging-in through the OAC Community. While OAC Community Membership is not needed to submit/upload your personal story, it is required for viewing the stories others have shared. To join the OAC Community at no cost and have full access to Weight of the World, please visit ObesityAction.org/our-community/discover-the-oacs-community/.

Special thanks to Novo Nordisk for their support in making this initiative possible.

The Obesity Action Coalition (OAC), a more than 60,000 member-strong National non-profit organization, is dedicated to improving the lives of individuals affected by the disease of obesity through education, advocacy and support.

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