

FOR IMMEDIATE RELEASE

Breaking the “Rules” of Weight Loss: No Pills, No Surgery, Not a Single Dime Spent, or A Salad Eaten—this is Sean A. Anderson's Remarkable 275 Pound Weight Loss

Going against the grain of the weight loss industry, Sean’s lost more weight than any Biggest Loser TV show contestant, and he’s done it and maintained it, in the real world, with real life stress and with real food. In his debut book, “Transformation Road-My Trip To Over 500 Pounds and Back,” Sean takes us along for the ride to and from this monumental weight, and he does it without the typical offerings of a 33 billion dollar a year industry.

Ponca City, OK – 01/16/2012- Sean Anderson will be the featured speaker at the Stillwater YMCA's kickoff for their “Operation Weight Loss” Sunday January 29th, 3pm in the Stillwater YMCA Gym.

After spending nearly two decades near, at, or above 500 pounds, and after several failed attempts—Sean Anderson finally started exploring the deepest parts of himself in search of why he was “that 500 pound guy.” In his blog, “*The Daily Diary of a Winning Loser*,” he graphically explores, dissecting past attempts while effectively communicating the dynamics involved for his success today.

“Transformation Road,” is the natural evolution of his writing. Sean’s currently making the transition from a twenty-four year broadcasting career into a career of writing and speaking about the powerful dynamics and philosophies making him an exceptional success story in the world of weight loss. More exciting, is the way Sean communicates his passionate message in easily relatable terms. It’s a style all his own, yet he demonstrates some key qualities found in some of his heroes, namely Jack LaLanne and Richard Simmons. Numerous success stories have been born from inspiration found in Sean’s writing and speaking, and now, Sean is devoting the rest of his life to spreading his message of “*choosing change before change chooses you.*”

“Transformation Road” isn’t your typical weight loss book. It’s unlike any other book on the topic, because it doesn’t offer a plan or specific instructions, it simply communicates by example and undeniable truths all along the way. What happens is something very natural within the reader, when they discover the relatable aspects of the story and how it easily applies to their situation, they finally can see a way out, like being handed a key to their own cell. The result is even more empowering and inspiring when they realize the key was in their pocket the entire time. In a world where morbid obesity has, in most countries, reached epidemic proportions, this groundbreaking work is poised to make a giant impact; while disguised as a gripping true story of a simple man’s road to reclamation and redemption.

“To be sure, compulsive eating, binge eating, and the many “flavors” of related forms of food addiction and eating disorders [e.g. bulimia, anorexia] do not all lend themselves to a “one size fits all” solution. However, there does seem to be a common thread among those, like Sean, who find their way to recovery- namely rigorous self-honesty, an open mind, and, as Sean would remind us, an “iron-clad” willingness to change.

“Transformation Road” takes the reader away from the typical weight loss fixes and asks the reader to consider the nature of emotional eating and the “symptom” of obesity. The author reveals his “moment of clarity” and the resultant decision to declare a truce with his war with food. What follows is Sean’s recipe for food addiction recovery. Although incorporating some suggestions that run contrary to some recovered food addicts, Sean’s experiences are worth learning about and considering.”

--Marty Lerner, PhD.

CEO--Milestones In Recovery Eating Disorders Program

“Transformation Road” is available from Total Publishing and Media. It’s listed with Ingram’s distribution service (for bookstores and libraries) and on Amazon.com. It’s also available in all e-reader formats and an audio version, read by the author, on iTunes and for digital download and CD sets available directly from transformationroad.com

Currently available in paperback only with a cover price of \$17.95 and e-reader downloads priced at \$7.99.

About the Author:

Sean Anderson was born and raised in Oklahoma, and now lives not far from where he grew up in Stillwater. He's a proud father of two daughters, Amber and Courtney. His broadcasting career spans more than two decades, with a “sub-career” as a stand-up comedian, taking him all the way to the stage of the world famous Hollywood Improv and ABC Television’s “Jimmy Kimmel Live.” Today, Sean devotes much of his time writing and speaking about the dynamics involved in his dramatic transformation. His simple, yet powerful call, to “*choose change before change chooses you,*” has resonated with people all over the world, and has become the foundation of this former 500 pound man's passionate new career path.

For more information about “Transformation Road,” please visit www.transformationroad.com or contact Sean’s literary agent, Lela L.L.C. at kelainey@me.com or by phone, 580-716-4268

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