



CALGARY EXECUTIVE LAUNCHES THREE-YEAR EPIC JOURNEY DEEMED *THE FAT PROJECT*

Calgary Public Library Foundation President and CEO, Paul McIntyre Royston, will document his journey daily from fat to fitness while hoping to inspire a global community

CALGARY (October, 2015) – Paul McIntyre Royston is eager and a little apprehensive to announce the official launch of *The FAT Project (Food Addict to Triathlete)*. The three-year project will follow McIntyre Royston as he documents his journey from a 400 plus pound man to a triathlete. Beginning with daily posts on social media, he will showcase the trials and tribulations that come along with a major life transformation. Unafraid to let the public in to his most personal moments, McIntyre Royston will provide an unparalleled view into obesity and the struggles to make a significant and life-long lifestyle change.

The project was started with three key goals in mind: inspire others on a journey to better fitness, reduce the stigma of being fat by reclaiming the word and debunking myths about fat people and documenting in rigorous and honest detail the journey of an obese man to better fitness and health. McIntyre Royston is working with a medical weight loss clinic to provide comprehensive support and a roadmap to health. Working with a doctor, therapist, dietician and trainers, he will be supported through sustainable weight loss on a journey to fitness.

“With more than two-thirds of the population overweight or obese, there are so many of us that have this common struggle,” says Paul McIntyre Royston. “Something isn’t working and the solution is not a simple equation of calories in and out. We need to support each other, all of us in fighting this crisis. Weight issues won’t be solved with shame or belittling, improvement comes with caring, support and most importantly, openness about the struggles. That is what The FAT Project is about.”

A boisterous man with a “radio-announcer voice”, he is not someone who outwardly seems to struggle; yet, frustrations with his weight and health have been prominent since an early age. McIntyre Royston credits a cross-country move at the age of eight as the catalyst for the extra pounds. With a young family to support and keep him motivated, he is determined to succeed.

To document the project, McIntyre Royston has teamed up with the film crew from Roadwest Pictures. Elevating the story telling and upping the ante on the visual aspects of the journey, Roadwest Pictures will help McIntyre Royston highlight the ups and downs of this epic journey.

"The most intriguing part of a journey like this is what happens to a person - how they change, how they adapt, how they challenge themselves to be better," says Joel Goundry, Artistic Producer and Production Manager at Roadwest Pictures. "And what I see in Paul and in this project is less about weight-loss, and more about challenging oneself. What motivates Paul? How did he come to be at this point in his life? What is his journey to better health? And through those ups and downs, we'll discover more about what motivates us all - to delve deeper into the support and love from a community that helps us succeed."

The project kicked off with the launch of the website and social media channels. To learn more about The FAT Project, please visit www.fatproject.ca or on Facebook/Twitter/Instagram @thefatproject.

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About *The FAT Project*

The FAT Project is about the journey of the biggest change in a man's life: from Food Addict to Triathlete (FAT). Over the course of three years, Paul McIntyre Royston will tell a story about change, about challenge, about fear and most importantly about love. The project is meant to accomplish three goals: inspire others on a journey to better fitness - that 'better' is truly attainable, reduce the stigma of being fat, reclaim the word and debunk myths about fat people and document in rigorous and honest detail the journey of a 400 plus pound man to better fitness and health.