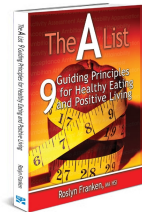


# Media Release

## Canadian Author and Cancer Survivor, Roslyn Franken, Unleashes New Book that is Changing Lives One Bite at a Time

*Introducing The A List: 9 Guiding Principles for Healthy Eating and Positive Living – an informational, insightful and inspirational guide on how to eat better, feel better and live better for a life of greater health and satisfaction.*



In Canada, more than 6 million people between 20 to 64 years old are overweight and another 2.8 million are obese. Together they represent 47% of the Canadian adult population. According to the Heart and Stroke Foundation of Canada (2003), "the increasing number of overweight and obese Canadians now poses one of the greatest threats ever to public health in this country". Roslyn Franken's mission is to reverse this rising trend by helping to change lives one bite at a time with her new book release, *The A List: 9 Guiding Principles for Healthy Eating and Positive Living*.



The book outlines 9 guiding principles for healthy eating and positive living, each starting with the letter "A" including; 1. **A**mbition, 2. **A**ttitude, 3. **A**ttainability, 4. **A**wareness, 5. **A**ctivity, 6. **A**ssessment, 7. **A**ccountability, 8. **A**ppreciation and 9. **A**cceptance. Roslyn explores each as a necessary ingredient for successful long term health, weight control and quality of life.

Along with loads of practical tools and information, Roslyn Franken shares personal insights from her own struggles with food, weight, health and self-image, plus real life examples from her health and weight loss counseling clients. With self-reflective questions in a workbook style, Roslyn helps people understand themselves and their relationship with food in newer, deeper and more meaningful ways so they can relearn how to eat properly and improve their quality of life by making healthy, balanced food and lifestyle choices.

*"Roslyn's book helps individuals gain insight and knowledge in regard to moving forward on a path to better health. The A List is a useful, easy to read guide that enables the reader to achieve his/her desired goals. Roslyn's personal stories of her struggles and triumphs with respect to her own health inspired me to follow her principles for healthy eating and positive living. I highly recommend this book for anyone interested in improving their overall health and well-being.",* Jennie P.

### About Roslyn Franken



Before

Roslyn Franken was born in Montreal, Quebec, to a mother who survived the concentration camps of Nazi Germany and a father who survived the Japanese slave labour camps as a Prisoner of War in Nagasaki. Diagnosed with cancer at age 29, Roslyn quickly learned that she inherited her parents' positive "survivor" attitude as she fought back to become herself a long-term survivor.

The experience provoked her return to school (Masters in Human Systems Intervention from Concordia University in Montreal and certification through the Professional School of Psychology in California) and inspired a career as a counselor, personal coach and motivational speaker serving individuals, groups and corporations on healthy eating and positive living strategies.



After

Approaching forty Roslyn's personal struggles with food, weight and self-image led to the creation of the principles that changed her life. By putting the principles into practice, she reached and maintains her current, healthy weight and continues to remain cancer-free. Roslyn now counsels, motivates and supports individuals and groups who want to change their lives for the better through the practices of healthy eating and positive living, using the insights she developed and now shares in The A List's 9 Principles.

**For more information, visit [www.theAlistbook.com](http://www.theAlistbook.com), call (613) 843-0155 / toll-free 1-877-852-5852 or send email to [roslyn@theAlistbook.com](mailto:roslyn@theAlistbook.com)**

*\* Roslyn Franken is available for media interviews, corporate functions, and trade industry guest appearances. Call (613) 843-0155/ toll-free 1-877-852-5852 or send email to [roslyn@theAlistbook.com](mailto:roslyn@theAlistbook.com).*