

## Bios for Sharon Helbert

### 2-line bio:

Sharon Helbert created the Sassy Gal brand as an inspirational approach to weight-loss featuring the Vegevore lifestyle. She is the author of *"Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25...How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!"* Visit <http://sassy-gal.com>

### Short Bio:

Sharon Helbert created the Sassy Gal brand as an inspirational approach to weight-loss featuring the Vegevore lifestyle. She is the author of *"Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25...How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!"* Sharon is also the proprietor of Alegcris Press. Visit <http://sassy-gal.com> for free recipes and chocolate quotes!

### Medium Bio:

Sharon Helbert created the Sassy Gal brand as an inspirational approach to weight-loss. Her book *"Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25... How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!"* features the Vegevore lifestyle because Sharon found the Vegan lifestyle to be too damn hard! She also created the Sassy Gal sound button to "Tell all ridiculous diet gurus, fitness experts, and skinny people to go to hell!", to make her weight-loss journey fun. Helbert has worked as a consultant to non profits, and is the proprietor of Alegcris Press. Visit <http://sassy-gal.com> for free recipes and chocolate quotes!

### Long Bio:

After too many years of obsessing, complaining, and even crying over her weight, Sharon Helbert created the Sassy-Gal brand as a positive, inspirational approach to weight-loss. Sharon's book *"Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25..." "How I told all diet gurus, fitness experts and skinny people to go to hell. Then I killed them, ate them, and still lost weight. You can too!"*, features the Vegevore lifestyle because Sharon found the Vegan lifestyle too damn hard! Including her strategy of replacing the negative words diet and exercise with funny, witty phrases such as "Kick Ass Plan" or "Big Kitako Removal" (Big Butt Removal in Swahili) is sure to start a worldwide movement with people laughing their way to success. She even created the Sassy Gal sound button to "Tell all ridiculous diet gurus, fitness experts, and skinny people to go to hell!", to make her weight-loss journey fun. Visit: <http://www.sassy-gal.com> for free recipes, chocolate quotes, and crazy and unbelievable diet stories.

Sharon wrote this book as a result of her perfect "Fat Storm". On her annual New Year's resolution to lose weight she chose the current diet trend of being a Vegan. Her result: immediate failure. "What the

hell was I thinking?', exclaimed Helbert. She knew she couldn't possibly follow this lifestyle because her whole world revolves around food. She looked for a back-up plan that was more realistic. Desperate, she looked for guidance and inspiration from TV personalities and celebrities, but quickly noticed many of them were gaining back the weight they had lost on national weight-loss plans. With all their money and professional help, they couldn't maintain their weight-loss. Even Oprah Winfrey had gained weight proclaiming the fact in her *O, The Oprah Magazine*, "How Did I Let This Happen Again?" article. What? If celebrities including Oprah can't do it, Sharon wondered how she was ever going to find her way out of this fat buildup.

Like many women, Sharon searched for weight-loss answers from every possible source, but was still unsuccessful. So, she began writing a personal journal to theorize why she overate, and then created a new game plan. She began by changing her attitude about diet and exercise by adding laughter and humor. Along with some common sense, and some easy attainable goals including becoming a Vegevore, she became successful without starvation diets or grueling, strenuous exercise. Through the encouragement of friends and family who have also struggled with losing weight, she published her personal story so that others might lose the last damn 10 pounds or 15, 20, 25...as she has.

Sharon Helbert graduated from the University at Buffalo's School of Management and has worked as a consultant to non profits. She is the proprietor of Alegcris Press, a family owned publishing company whose mission is: "To publish creative, innovative books designed to inspire, motivate, and most important-make you laugh!" Alegcris Press is currently working on a follow-up recipe book: *"Sassy Gal's How to Lose the Last Damn 10 Pounds or 15, 20, 25... Recipes."*

Sharon was born in Buffalo, NY, and has lived in Houston, TX and Washington, DC. She currently lives in Boston, MA with her husband, two daughters and collie.

### **5 Fun Facts You Didn't Know About Me:**

1. I love old fashioned Tea Parties with homemade fancy hats.
2. I enjoy midnight swimming- skinny dipping anyone?
3. My husband and I rescued our first collie, George (approx. age was 9 yrs.) and discovered how grateful "second-hand" dogs are. My ultimate goal is to rescue lovable old dogs and cats.
4. I look forward to our families' annual Christmas Sweater party. The more festive and creative the sweater, the better!
5. I am a camping Gal- "Bring on the s'mores."