



## **Michelle Bridges**

In today's weight conscious society where childhood obesity, meal replacements and lap band surgery dominate the social conversation, the uncluttered message delivered by Michelle Bridges comes as a welcome relief.

Best known as the straight talking red team trainer of Channel Ten's ratings heavyweight *The Biggest Loser*, Michelle mixes her tough love message with a heart warming compassion and understanding that has won the hearts and minds of Australians of all ages, weights and genders.

As our nation's favourite personal trainer, Michelle now takes her message to schools, corporations and community groups, inspiring and educating school children and executives alike.

In the past we have looked to our athletes for inspiration and positive affirmation, and to improve our health and wellbeing. In today's overweight world, Michelle

brings a message of achievability and compassion in her inimitable style, her infectious enthusiasm propelling her audiences toward better productivity and more active lifestyles.

An accomplished author, Michelle's book 'Crunch Time' blasted to number one on Penguin's best seller list across all genres selling over 50,000 copies, and her second book, 'Crunch Time Cook Book' which came out February 2010 once again topped the best seller charts. Michelle has sold over 100,000 books since first publishing in 2009, with another exciting book out in 2011.

On top of her television commitments, Michelle is never far from front of mind with regular features in magazines (Women's Health, Woman's Day, Cosmopolitan, BBC Good Food) and on radio (Kyle and Jackie O, Nova, Triple M, 2WS), and is integral to the PR and marketing campaigns for the show. She has been an ambassador for Adidas Women Australia since 2007 and is the face of their 2009 campaign. She has also been an ambassador for the National Heart Foundation and the RSPCA since 2004, and is an ambassador for The Fitness Institute Australia.

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