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Ruby's Diary

Reflections on All I've Lost and Gained

Ruby Gettinger
 with Sheryl Berk

America's new sweetheart—the star of The Style Network's hit reality show *Ruby*—reveals the most private aspects of her life-altering journey to conquer morbid obesity and to attain health and happiness in this inspirational book based on her personal diary

From the very first episode of The Style Network's wildly popular show *Ruby*, viewers fell in love with its charming, charismatic star and have remained mesmerized by her very public battle with her weight.

A sweet-natured, Southern-food addict, Ruby Gettinger was 500 pounds when she was diagnosed with Type 2 Diabetes. Although she wasn't quite sure how she got to this weight, she understood it was killing her. Vowing she'd change her life to save it, Ruby made a genuine commitment to uncover all the underlying physical and psychological causes of her addiction—an act of courage that has helped her lose more than a quarter of her weight so far. To support her on this difficult journey, Ruby has kept a journal of her experiences including intimate reflections, discoveries, current fears, and future hopes and dreams.

Filled with the honesty, optimism, and compelling emotion that has hooked viewers of the show, *Ruby's Diary* is a remarkable record of Ruby's complex challenges as well as her many laudable achievements. It is a book no fan—or person battling their own weight and addiction issues—should be without.

Marketing Campaign

- National Broadcast and Print Media Campaign
- Sneak Peek Program
- Authors on Air Program
- Author Appearances in Los Angeles, New York City, and Savannah
- Show Website: www.MyStyle.com/MyStyle/Shows/Ruby/Index.jsp
- Major Cross-promotion with Style Network. Including In-show Advertising Spots and Lower Third Graphics
- Cross-promotion with MyStyle.com, Including Blog Postings and Banner Advertising
- Major Blogger Campaign, Including E-cards

Author Bio

Ruby Gettinger is a native of Savannah, GA, and resides in her hometown.

