

June 14, 2012

## Chef Rocco Whalen kicks off Biggest Loser challenge



Live Well

Rocco Whalen—chef and owner of Cleveland-based restaurant *Fahrenheit, in Tremont*—is a big deal. Luckily for him, he's not *as big* of a deal these days—thanks to a weight loss of 130 lbs. and counting.

Rocco is the perfect person to help kick off American Greetings upcoming version of *The Biggest Loser*—a company-wide competition which officially begins the week of July 9. (Watch imAGine and plant bulletin boards for more details next week.)

In spring of this year, Rocco—who also represents the Cleveland food scene nationally—appeared on a new Food Network production called *Fat Chef*. The reality show featured celebrity trainers working with overweight chefs to help them lose 25 percent of their body weight. As a chef, occupational hazards include overeating, late-night binge eating, and stress-induced eating. All of these factors, and more, impacted Rocco over the years.

He rose to the challenge and met (and has since wildly exceeded) the show's goal for him—losing 25 percent of his body weight, or 85 pounds. Other health-related benefits have included a dramatically improved blood pressure and posture.

### All associates can take away something from Rocco's inspiring story!

#### At World Headquarters

World headquarters associates are invited to come hear Rocco's inspiring story and—of course—to sample some of the food items that comprise his own healthy lifestyle menu these days.

He will be in Town Square at 11:30 a.m. on Wed., June 20 sharing more about his weight loss journey and offering samples of his healthy menu items.

Have a question for Rocco? Any associate who submits a question in advance will be entered into a raffle to win a *Fahrenheit* gift card. [Click here](#) for the question form.

#### All Other Facilities

Associates at other facilities should watch for launch information at their sites! Video clips and helpful hints from Rocco's presentation will also be posted on imAGine at a later date. Associates at other locations can also submit questions for Rocco [using this form](#). If drawn, their prize will be to a healthy restaurant option in their area.