



Welcome to the  
Curvy Revolution

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**FOR IMMEDIATE RELEASE**

**Living & Loving Your Curves  
One on one with Miss Canada Plus**

***Stephanie Conover talks about loving her curves***

**Toronto, August 17, 2008** - There is an increasing acceptance of the plus-size woman due to the fact that the average woman is now a size 14/16, the plus-size market is a consequence of the dramatic increase in the average body size.

One of Canada's more prominent plus-size trend setters is Stephanie Conover, a Toronto based singer, dancer, actor and model who was named Miss Canada Plus in the 2007 Miss Canada Plus Pageant; an annual event for Canadian plus sized women that helps to reinforce their self-esteem and self-image.

"The pageant is about breaking down negative stereotypes that surround plus size women," says Conover, "we're dispelling the negative myths and raising up women of all shapes and sizes and promoting acceptance and diversity."

Conover comments that the word "plus" has been seen as a negative; "There has been a negative stigma surrounding that word, but we are reclaiming the word plus," she adds.



Being plus size her whole life, Conover says that she struggled with low self-esteem and body image issues; "I was teased my whole life and criticized by the people around me even though I was a competitive gymnast and excelled at sports, there was still a lot of expectation for me to lose weight."

Conover finally started to come into her own and love her body when she became a teenager. "I started to stand up and take charge and be counted," says Conover. She also found that as a woman of both white and black roots, her curves were more accepted by black males than the white males. "I found it was a lot more welcoming for curvy girls and thick women in the black community," she says.

For Stephanie, being plus-size means being above and beyond; "Plus is positive now for me," she says, "It means standing up and showing off...showing up and not shutting up."

In her fight to help plus-size women and young plus-size girls accept themselves, Stephanie says that she is showing them that it's no longer a negative to be a plus and that plus was never a negative to begin with. "Plus is more and you should love yourself at any size." Conover's message to plus-size women and girls is that you're body is your temple, love it just the way it is but take care of it. And for those who want to be healthy but believe that going to the gym might be time consuming, Conover says, "Staying healthy does not mean just going to the gym. It's your eating habits as well."

Stephanie will be a special guest at The Fuller Woman Expo (TFW Expo) this September 2008. TFW Expo is Canada's first plus-size woman consumer trade show being held at the Living Arts Centre in Mississauga, Ontario. More details on The Fuller Woman Expo can be found at [www.thefullerwomanexpo.com](http://www.thefullerwomanexpo.com)

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### **About The Fuller Woman Inc.**

The Fuller Woman Inc. (TFW Inc.) was established in 2000 as an image consulting firm catering exclusively to the plus size women with the motto *Image for both Body & Mind*. TFW Inc. has evolved into a facet of subsidiary companies ranging from clothing designs and girls camps to our newly created project The Fuller Woman Expo.

### **About The Fuller Woman Expo**

The Fuller Woman Expo (TFW Expo) is on a mission to empower the plus size woman to recognize her internal and external beauty; to educate and motivate through workshops and seminars while providing information on the products and services available to them.