



MEDIA KIT

Eat the Weight Off & Pamela M. Johnson

Fact sheet, bios, key messages, suggested interview questions and FAQs for editors, producers and podcast hosts.

Media contact

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Online press kit

eattheweightoff.com/press
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FACT SHEET

At a glance

The facts editors check first.

140+

pounds lost, from 340 to 198

100

pounds lost in the first year

2026

year the ecosystem was founded

4

brands: Eat the Weight Off, Burn, Connections, Weightless

FOUNDER

Pamela M. Johnson, founder and CEO

BASED IN

San Francisco, California

PHILOSOPHY

“Just as you ate the weight on, you can eat the weight off.”

THE COMPANY

About Eat the Weight Off

Eat the Weight Off is a borderless digital weight loss and wellness community founded in 2026 by Pamela M. Johnson after she lost more than 140 pounds. It is built on real food, daily habits and one belief: nobody should have to do this alone.

MEMBERSHIP

Eat the Weight Off

Food, recipes, coaching and community, in two memberships: Together and Transform. Built on four pillars: the Academy, Connections, Coaching & Support, and the Community Experience.

eattheweightoff.com

FITNESS

Burn

Workouts, walks, weekly check-ins and member groups, including Live Walks, where members go live on their walks and take others along.

burn.eattheweightoff.com

COMMUNITY

Connections

Where members find workout buddies, accountability partners, friendship and, for those who want it, romance. Included in both Eat the Weight Off memberships.

connections.eattheweightoff.com

BEAUTY

Weightless by Eat the Weight Off

A premium beauty and grooming line for everyone on a wellness journey.

eattheweightoff.com/weightless

About Pamela M. Johnson

Use either version as written. Please keep the numbers and dates as they appear.

SHORT BIO • ABOUT 100 WORDS

For introductions, event programs and brief mentions.

Pamela M. Johnson is an American businesswoman, wellness entrepreneur and founder of the Eat the Weight Off ecosystem. A public relations executive, she is founder and CEO of The Johnson Agency PR, a national firm specializing in crisis management, and holds a master's degree in humanities and leadership.

After losing 65 pounds in 2009 and regaining it, she started a GLP-1 medication following a health scare in 2024 and rebuilt how she eats: protein first, half the plate vegetables, and nothing after 7 p.m. She lost 100 pounds in her first year and more than 140 in all. In 2026 she founded Eat the Weight Off, Burn and Connections so nobody has to do it alone. Her book, *Eat the Weight Off & Keep It Off*, is forthcoming.

FULL BIO • ABOUT 500 WORDS

For features and profiles.

The Architect of Recovery

How wellness entrepreneur Pamela M. Johnson is rewriting the rules of sustainable weight loss

Pamela M. Johnson is an American businesswoman, wellness entrepreneur, author of the forthcoming book *Eat the Weight Off & Keep It Off*, and the founder of the Eat the Weight Off ecosystem:

- **eattheweightoff.com**, the wellness membership: food, recipes, coaching and community.
- **burn.eattheweightoff.com**, Burn, the fitness platform: workouts, walks, weekly check-ins and member groups, and Live Walks, where members go live on their walks and take others along.
- **connections.eattheweightoff.com**, Connections, included in both Eat the Weight Off memberships, Together and Transform: where members find workout buddies, accountability partners, friendship and, for those who want it, romance.

She built her career in public relations and strategic communications. Now she brings those skills to one of the most personal subjects there is: how people lose weight and keep it off.

Johnson is the founder and CEO of The Johnson Agency PR, a national public relations firm specializing in crisis management. She has held leadership positions in public relations and has served the City and County of San Francisco as a Public Relations Officer and Communications Manager. She holds an Associate of Arts in Liberal Arts, a Bachelor of Arts in Speech and Communications and Public Relations/Organizational Management, and a Master of Arts in Humanities and Leadership with an emphasis in Organizational Leadership.

Her weight story did not start with a prescription. In 2009 she joined a YMCA five minutes from her home, changed the way she ate, and lost 65 pounds in about seven months. Then came Thanksgiving at her brother's home in Elk Grove, California: turkey, sweet potato pie, collard greens, and a woman who loves food and makes no apology for it. That holiday knocked her off track, and it would be years before she found her way back.

The turning point was a health scare. In March 2024 her doctor offered help, and she started Zepbound, a GLP-1 medication. It quieted her cravings and the constant food noise. Johnson treated that quiet as a window, not a finish line, and used it to change how she eats for good.

Her method is simple enough to picture: protein first, half the plate vegetables, low carb and low sugar, healthy fats, and nothing to eat after 7 p.m. One year to the day after she started, she had lost 100 pounds. Today she has lost more than 140, going from 340 pounds to 198. Her philosophy is in her company's name: "Just as you ate the weight on, you can eat the weight off."

Johnson knows from her own story that losing weight is one thing and keeping it off is another. That is why she built the Eat the Weight Off ecosystem around daily habits and other people. Across all three, her aim is the one her own story taught her: nobody should have to do this alone. Her podcast is forthcoming.

TALKING POINTS

Key messages

The three ideas at the heart of Pamela's story and the Eat the Weight Off community.

01

Medicine can open the window. Habits keep it open.

"The medication quieted the food noise. What I did with that quiet is what made it last."

02

Nobody should have to do this alone.

"Losing weight is one thing. Keeping it off is another, and nobody keeps it off alone."

03

Every body, every starting point.

"Whether you're on a GLP-1, recovering from surgery, or doing it without either, there's a place for you here."

FOR INTERVIEWERS

Suggested interview questions

Questions Pamela is ready to answer on the record, by topic.

Pamela, the founder

1. You lost more than 140 pounds. What was different this time?
2. You lost 65 pounds in 2009 and gained it back. What did that teach you?
3. You started Zepbound after a health scare. What do you want people to know about GLP-1 medications?
4. How did a career in crisis PR prepare you to build a wellness brand?
5. What's in your forthcoming book, *Eat the Weight Off & Keep It Off*?
6. Why launch a beauty line, Weightless?

Eat the Weight Off

1. Why build a community instead of just a diet program?
2. What habits keep the weight off for good?
3. How can people who love food lose weight without giving it up?
4. What does "protein first, half the plate vegetables" look like at dinner?

Burn

1. Burn promises fitness that meets you where you are. What does that look like?
2. What are Live Walks, and why walk together online?
3. How does Burn welcome people on GLP-1s or recovering from surgery?

Connections

1. Why bring friendship and romance into a wellness community?
2. How does an accountability partner change results?
3. How do you keep a members-only community safe?

Frequently asked questions

Quick answers, by topic.

Pamela M. Johnson

Who is Pamela M. Johnson?

An American businesswoman, wellness entrepreneur, author of the forthcoming book *Eat the Weight Off & Keep It Off*, and founder of the Eat the Weight Off ecosystem: Eat the Weight Off, Burn, Connections and Weightless.

What is her professional background?

Public relations and strategic communications. She is founder and CEO of The Johnson Agency PR and has served the City and County of San Francisco as a Public Relations Officer and Communications Manager.

How much weight has she lost?

More than 140 pounds, from 340 to 198. She lost 100 pounds in her first year.

Is Pamela taking a GLP-1 medication?

Yes. She started Zepbound in March 2024 after a health scare and continues under her doctor's care. She has no financial relationship with any drug company.

Is she a doctor, dietitian or certified coach?

No. She shares what worked for her and encourages everyone to work with their own doctors.

Is she available for interviews and speaking?

Yes: print, digital, TV, radio, podcasts, keynotes, panels and corporate wellness events, virtual or in person.

Burn

What is Burn?

The Eat the Weight Off fitness platform: workouts, walks, weekly check-ins, member groups and Live Walks.

Who is Burn for?

Every size and starting point, including people on GLP-1s and people recovering from weight loss surgery. Burn asks about medical clearance and points members who need it to gentle programs first.

How much is Burn?

A separate membership at \$19 a month or \$199 a year. It is not included in Together or Transform.

Eat the Weight Off

What is Eat the Weight Off?

A digital weight loss and wellness community founded in 2026, offering food, recipes, coaching and community.

What memberships are offered?

Together is \$29 a month or \$265 a year. Transform adds the Academy, meal plans, programs, a progress tracker, Coaching Café and live events for \$67 a month or \$597 a year. Monthly plans start with a free month. One-on-one coaching with Pamela is an add-on.

Do members need to be on a GLP-1?

No. Members are on GLP-1s, recovering from weight loss surgery, or doing it without either.

Does it give medical advice or sell medication?

No. It teaches eating habits and encourages members to work with their own doctors.

What is Weightless?

Weightless by Eat the Weight Off is a premium beauty and grooming line for everyone on a wellness journey.

Connections

What is Connections?

Where members find workout buddies, accountability partners, friendship and, for those who want it, romance.

Who can join?

Only Eat the Weight Off members. It is included in both memberships, Together and Transform.

How are members kept safe?

Connections is members-only and has moderation and reporting tools.

MEDIA ASSETS

Photos and logos

High-resolution headshots, before-and-after photos and logo files are coming soon. Need something today? Email press@eattheweightoff.com and we will send what we have.

MEDIA INQUIRIES

Talk to our press team

Rebekah Weinstein, Director, Press & Media Relations

EMAIL

press@eattheweightoff.com

Replies within 24 to 48 business hours. High-resolution photos available on request.

All press materials are for editorial use only. Commercial or promotional use needs approval from our media relations team.