


PODCAST & PRESS KIT

# People have a right to know.

After thirty years of diets, a body breaking down and nine surgeries in eleven months between her and her husband John, Stefanie Ignoffo changed what her whole family ate. She lost 100 pounds, and together the Ignoffos lost 250 and kept it off. In 2017 she founded Plantspiration, a nonprofit that teaches people around the world how to prevent and reverse disease through plant-based living. Then she discovered why so many people who know exactly what to eat still get stuck.

A short documentary · 28 minutes · Directed by Emily Colón · In association with Plantspiration

---

AVAILABLE FOR INTERVIEWS

**Stefanie Ignoffo**
Founder, Plantspiration. The film's subject.

**John Ignoffo**
Co-founder of Plantspiration and podcast co-host.

**Emily Colón**
Director and producer of the film.

---

AS SEEN IN

**Woman's World cover, May 24, 2021, plus two more features · Dr. Neal Barnard's *The Power Foods Diet* · Guest on more than 15 podcasts**

WATCH THE TRAILER · youtu.be/I1uT6VPBEeE

plantinterventionist+press@gmail.com

THE FILM

# Thirty years of diets. It was never about willpower.

The Plant Interventionist picks up where most transformation stories end. Years into teaching, Stefanie hit a wall. Many people in her community were doing everything right, and it still wasn't working.

On the verge of quitting, she found an answer in the nervous system: people who feel unsafe can't change, no matter how much they know.

Told in Stefanie's own words, alongside John and the Plantspiration community, the film begins to look past what people eat to why they eat, and to what it takes to become someone new.

FILM FACTS

Runtime
**28 minutes**

Director / Producer
**Emily Colón**

Featuring
**Stefanie Ignoffo and John Ignoffo**

In association with
**Plantspiration, a 501(c)(3) nonprofit**

Status
**Preview screenings [dates TBA]**

Trailer
**youtu.be/l1uT6VPBEeE**

## WHAT WE CAN TALK ABOUT

**"It seemed normal to be sick."**
From a handicap placard and a disability application to a decade of keeping the weight off.

**Stress, the nervous system and emotional eating**
"If you're running from lions, can you write a menu?" Why feeling safe comes before changing habits.

**Changing together**
A marriage, a family and a podcast, and why being honest about the messy parts helps others.

**Why people who know what to eat still get stuck**
What Stefanie saw in the 80% of her community for whom good information wasn't enough.

**Beyond diet culture**
Why white-knuckling and calorie cutting fail, including the version of diet culture that hides inside veganism.

**From a donation jar to a global community**
Building a nonprofit from her kitchen table and a phone, with no laptop but a vision.

Very few topics are off limits. Stefanie and John speak openly about weight, drinking, marriage and starting over.

## HEAR THEM IN ACTION

Stefanie has been a guest on more than 15 podcasts and shows, including The Exam Room Podcast, Chef AJ, The Front Row Podcast and Healthy Living with Dr. Ajay Shah. Full list with links: **plantspiration.org/appearances**

MEET THE GUESTS



## Stefanie Ignoffo

Founder of Plantspiration and a lifestyle medicine coach, Stefanie is a natural comedian and a born leader. When she isn't leading weekly community classes and support groups or running a global nonprofit, you might find her roller-skating around her kitchen or putting thousands of miles on her bike. She calls herself "an influencer of keeping it real."



## John Ignoffo

Co-founder of Plantspiration and Stefanie's husband. A mechanical engineer by trade, he's the community's "culinary engineer," always ready to give people a little "John-fidence." Together they co-host Plantspiration Unplugged, an honest look at what change really takes, arguments included. They are available to interview as a couple.



## Emily Colón, director

A director, producer and editor with nearly two decades in documentary, broadcast and video for live theater. Her feature documentary Reversing Diabetes is streaming on Amazon Prime Video and Apple TV. She can speak to independent filmmaking and telling health stories without the hype.

---

SUGGESTED QUESTIONS

1. At forty you were about to apply for disability. What was the turning point?
2. Most of your members knew what to eat. Why wasn't it working?
3. What does the nervous system have to do with what's on our plate?
4. You've done more than coach people. You built a global nonprofit, your own method and a community. How did you do that?
5. What's it like changing your health, and your marriage, in public?
6. Why do you call veganism another form of diet culture?
7. For Emily: why tell Stefanie's story, and why now?

BOOKING

Format
**Remote or in person; solo or as a couple**

Time zones
**Stefanie & John: Central (Illinois) · Emily: Pacific**

Setup
**Experienced podcast guests with their own mics and gear**

Promotion
**We share every episode with our community and channels**

Assets
**Trailer, headshots, stills and past interview clips on request**

Contact
**plantinterventionist+press@gmail.com**

Links
**plantspiration.org · emilycolon.com**