

FITLIVING EATS

by Carly Paige



CARLY PAIGE

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PRESS KIT



MEET Carly

Culinary nutrition expert and chef, Carly Paige is the founder of FitLiving Eats and creator of the Simply Swapped Method. Her passion for redefining healthy through simple swaps and practical takeaways to increase energy and confidence from within defines her unique, yet relatable approach to nutrition in the kitchen. Best known for her engaging charisma, Carly has been sought out by leading brands for her work in culinary and nutrition for speaking engagements, media appearances and strategic partnerships.

From an early age, Carly was taught the value of cooking as a way to create community around the table and memories in the kitchen. After years of struggling with anxiety and acne, she learned the power that food has to heal through her continuing education through the Institute of Integrative Nutrition and Plantlab Culinary. The transformation she experienced in her own life is nothing short of extraordinary, and she has made it her mission to show that healthy doesn't have to be hard, and it can always taste delicious. Carly's approach captivates both the plant-loving, adventurous eater, as well as the meat and potatoes devotee in a way that converts even the toughest critic into raving fans. Sweet potato double chocolate brownies, anyone?

Carly Paige has established herself as the go-to plant-powered chef and educator in her Winter Park, FL community, and has partnered with leading brands such as Southwest Airlines, Westin Hotels and Resorts, and NASA to engage their team in a healthy way. Carly offers private chef services to select clients, hosts regular cooking classes (online and local), and engages the corporate workplace through wellness workshops. She is the author of best-selling cookbook, *Simply Swapped Everyday*, and has been featured on Fox35, in Well+Good and the She Did It Her Way Podcast.

Through her vast social media network and face-to-face community, Carly Paige aims to transform the way we view foods and flavors in an effort to improve health, without sacrificing flavor. Community is meant to be shared around the table through good food and conversation, so why not make it something that can nourish the body from the inside out, too?

Cooking healthy foods can be easy, and should always be delicious. Redefine the way you look at your favorite ingredients, flavors and recipes by trading the old for new(tritious) without sacrificing flavor so that you can feel your best from the inside out.

THE KEY IS *consistency*.

Do something for yourself today that's healthier than yesterday and will get you closer to how you want to feel tomorrow. By doing this, you'll begin to experience a transformation over time. One that's actually sustainable and doable. A transformation that will lead to a healthier, more confident you.

THE SIMPLY SWAPPED METHOD

Noteworthy

CREDENTIALS

Institute for Integrative Nutrition | 2019

Gut Health Certification

Nutritious Life | 2017

Nutritious Life Certification | 2017

Plantlab Culinary | 2017

Level 1: Fundamentals of Raw Cuisine & Plant-Based Cooking

Plant-Based Desserts

Plant-Based Culinary Technique

Institute for Integrative Nutrition | 2016

Integrative Nutrition Health Coach

Member of the American Association of Drugless Practitioners

ACCOMPLISHMENTS

- Hosted 100+ group cooking classes since 2016
- Presented at NASA Headquarters during their Health & Safety Week, March 2020
- Collaborated with Bloomingdales to curate a healthy bridal registry, March 2020
- Presented in partnership with Westin Hotels & Resorts to Key Leaders and Franchise Owners, July 2019
- Partnered with the Four Seasons Resort Orlando to execute a culinary demo for Global Wellness Day, June 2019
- Published best-selling cookbook, Simply Swapped Everyday, November 2018
- Presented at Southwest Airlines Headquarters, June 2018
- Co-hosted SOULMADE Wellness Fest, March 2018
- Co-hosted and catered the We+Be Wellness Retreat, September 2017
- Regular content contributor to MVP Sportsplex FRESH blog since 2016

Social Footprint

43K Total Social Reach

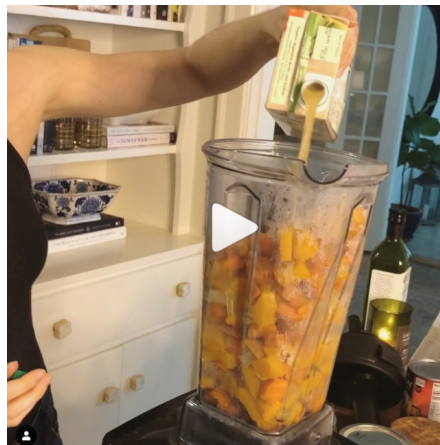
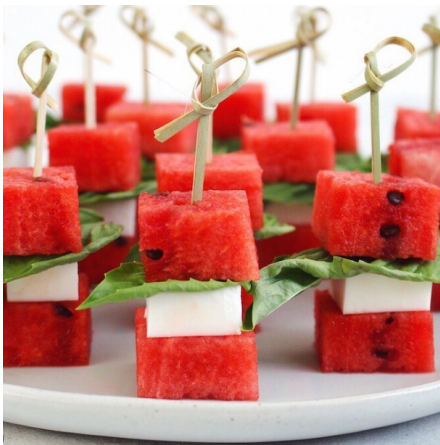
10.8K Instagram Followers [instagram.com/fitlivingeats](https://www.instagram.com/fitlivingeats)

20K Average Monthly Visitors [fitlivingeats.com](https://www.fitlivingeats.com)

10.5K Pinterest Followers [pinterest.com/fitlivingeats](https://www.pinterest.com/fitlivingeats)

1.7K Facebook Likes [facebook.com/fitlivingeats](https://www.facebook.com/fitlivingeats)

 @FITLIVINGEATS



Brand Partnerships

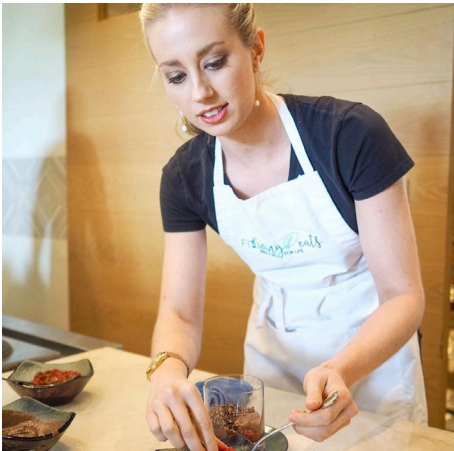
bloomingdale's

WESTIN
HOTELS & RESORTS


FOUR SEASONS


SPROUTS
FARMERS MARKET

the **bar** method



FOUR SEASONS

Culinary Demo for Global Wellness Day



BLOOMINGDALES

Healthy Bridal Registry Collaboration



WESTIN

Eat Well Menu Presentation to Westin Hotels & Resorts Key Leaders and Franchise Owners

“

I was completely blown away by Carly's presentation and cooking demonstration for Global Wellness Day. Not only was all of the food delicious, but Carly's tips and life hacks for making healthy swaps in your daily life were fascinating. She offered a wealth of nutritional knowledge throughout the lunch, and I left feeling inspired in knowing that a healthy diet can be satisfying!

NICOLE ABINAJEM
PUBLIC RELATIONS
MANAGER, FOUR
SEASONS RESORT
ORLANDO

FITLIVING EATS
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Brand Partnerships

ORLANDO
HEALTH™

UFHealth
CANCER CENTER



Southwest



SAMBAZON

Recipe + Video Creation



SAMBAZON

Recipe + Food Photography



NIELSEN-MASSEY

Recipe + Food Photography



Carly recently held a wellness workshop for our department onsite at Southwest Airlines Corporate Headquarters. With dozens of our team members in attendance over a lunch session, Carly prepared an overview of healthy eating choices, led a hands-on demonstration preparing recipes with volunteers from our audience, and provided valuable insights in a Q&A session with the group. She was engaging, informative, and the perfect resource to support our company's focus on wellness. Our team left the session not only with great examples of simple changes they can make, but also with recommendations for local providers available in the area. If you are looking for a way to bring your wellness goals to life, I'd highly recommend Carly for your team!

JUSTIN R.
SENIOR DIRECTOR OF
FINANCIAL PLANNING &
ANALYSIS, SOUTHWEST
AIRLINES

In the Press



CBS GOOD MORNING EATS
Fall Favorites Simply Swapped



FOX 35 ORLANDO
Thanksgiving Leftovers



ORLANDO WOMEN'S MAGAZINE
"Women Who Work It" Issue



WELL + GOOD
6 Vegan Charcuterie Boards Sure to Impress at Your Next Party



BRIT + CO
18 Easy Christmas Appetizer Recipes That Will Fill Your Friends With Glee



SOUTHERN WOMEN'S SHOW
Classic Comfort Foods Made Healthy
Presentation & Cooking Demo



FIBO USA
Featured presenter at FIBO USA Conference



FLORIDA RESTAURANT & LODGING SHOW
Participant in the Center Stage Meatless Monday Rapid Fire Culinary Challenge



SHE DID IT HER WAY PODCAST
Do More of What You Love with Carly Paige

Let's Partner

CARLY IS AVAILABLE FOR:

Speaking engagements

Media appearances

Editorial collaboration

Brand partnerships

*recipe development, video production,
food photography*

Culinary demonstrations

Special events and wellness workshops

Food menu consultation

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