

Help Indiegogo Save a Life with Weight Loss Surgery

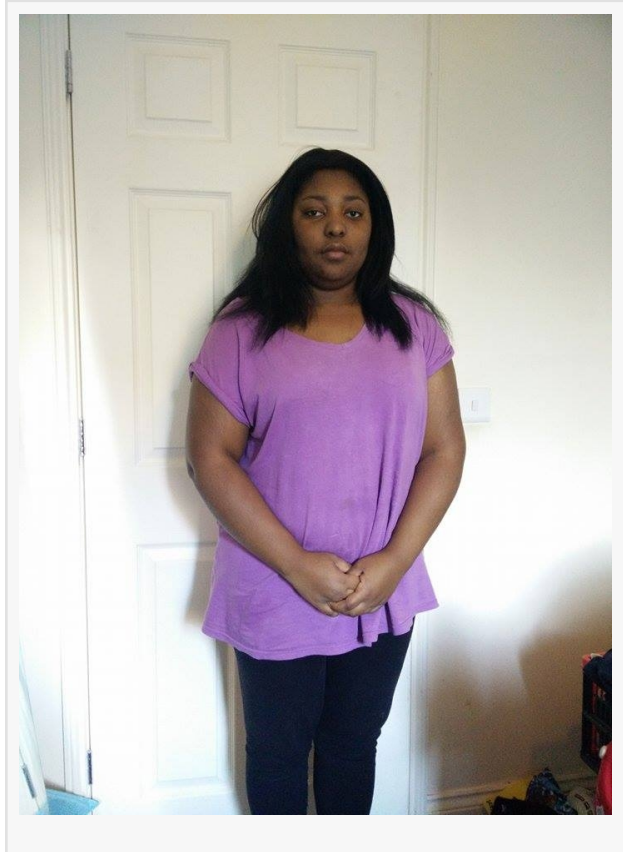
SOUTHAMPTON, UNITED KINGDOM, March 2, 2015 /EINPresswire.com/ -- Remember the wicked stepmother in Snow White? The mirror-mad witch who was so enamored of her looks that she queried her looking glass on a daily basis to find out who, in all the land, was the fairest of them all? Every day the mirror assured her that she was the most beautiful in the realm, and all was well. Until, one dark day, the mirror told her the truth: that her beauty was no longer what it once was. She knew that the mirror didn't lie; there was no escaping its unflinching candor. The wicked queen's response was to plot murder against the woman who supplanted her in beauty, the young and radiant Snow White. But the mirror had already forced her to acknowledge a reality she was reluctant to face.

Mirrors reveal unpleasant truths, even in Disney films. But for Ruth Alta, it's not vanity that has inspired her to confront the [honesty of her mirror](#). Acknowledging the fact that her weight gain is out of control and causing her family grave concern for her life, Ruth has decided that her only hope is to have a gastric band fitted to control the amount of food that she can physically

consume. But that surgery is expensive, so Ruth is turning to an Indiegogo crowdfunding campaign for a life-saving weight loss fund that will raise the £100,000 she needs so that she can afford the surgery that can save her life.

To tell the truth, Ruth didn't need a mirror to tell her what her body was already aware of. The bathroom scale was already a cruel signal that what she was eating was poised to strike against her with a lethal blow. Even before she decided to [turn to crowdfunding](#), there were indicators that food was turning into a potentially fatal enemy. The people who might say that Ruth just needs to watch what she eats and start exercising are evaluating a complicated health situation in simplistic terms. "I already have foot and walking problems," she confesses, acknowledging that this affects her ability to work, or to engage in any vigorous physical exercise. The exercise that she would like to do is no longer possible because her physical body is not capable of the effort.

Her family loves her, and worries about her. They don't want to lose her. But they know that, without surgery, her life is in peril. Like any loving family, they [want to help her](#) find a solution, and that means surgery. There are other health threats as well. A member of her immediate family has diabetes, and Ruth knows that her genetic history, combined with her obesity, is against her if she doesn't remedy the situation before it's too late. Obesity is an open door to other ominous physical conditions that pose risks, including stroke, heart disease, and high blood pressure. The surgery can save her from



that fate.

Ruth needs to meet her targeted crowdfunding goal by April 27 and for her, the spring is a season of hope. A time when her weight is just a number in her medical profile and not a cause for alarm. A time when the mirror in her bedroom and the scale in her bathroom tell her the truth, and the truth is a reason for optimism.

Ruth's dreams of a life where her weight is no longer an obstacle to health include starting a business, pursuing a modeling career, and become a compassionate advocate for others who are struggling with their weight. "I cannot help others at the moment unless I sort myself out."

Can you help Ruth? Your generosity can save her life.

About Ruth Alta

Ruth Alta is a young woman who has recognized that if she is going to live to become an old woman one day, she needs to change her life. Ruth's weight has become a dangerous health issue of great concern to her and her family. Her Indiegogo crowdfunding campaign hopes to raise £100,000 so that she can have a gastric band fitted in order to control the amount of food she can consume. The risks that she faces if she doesn't bring her weight under control include heart disease, stroke, high blood pressure, and also diabetes, which is already part of her family's medical history. Surgery will give her a chance for a life that isn't dictated by her weight and a future that can be as bright as her dreams.

Ruth Alta

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