

## **Joe Cross Executive Producer, The Kid's Menu**

Joe Cross is a filmmaker, entrepreneur, author and wellness advocate. He directed, produced and was the subject of the award-winning documentary *Fat, Sick & Nearly Dead*, seen by more than 21 million people around the world, and the popular sequel *Fat, Sick & Nearly Dead 2*; authored the New York Times bestseller *The Reboot with Joe Juice Diet* book, which has been released globally in multiple languages; and is credited with having accelerated the plant-based eating movement by media outlets including the Wall Street Journal, The Times of London and The Dr. Oz Show. His website, [www.rebootwithjoe.com](http://www.rebootwithjoe.com), has become an integral meeting place for a community of more than one and a half million Rebooters worldwide.

Joe began his business career as a trader on the Sydney Futures Exchange where he worked from the early 1980s until 1998. He subsequently managed a diverse portfolio of assets in telecommunications, media, technology and financial services for Queensland Press Ltd., and in 2003 began investing his own capital through his investment vehicle Jaymsea Investments Pty Ltd. Despite his commercial success, Joe found himself at age 40 overweight and in ill health, and elected to take matters into his own hands. After consultation with noted US doctor Joel Fuhrman, Joe embarked on a 60 day journey of transformation across the US, consuming nothing but the juice of fresh vegetables and fruits. That journey – filled with personal milestones for Joe, and eye-opening experiences with average Americans-- was captured on film, and has become the award-winning documentary *Fat, Sick & Nearly Dead*. Seen by more than 20 million people around the world, *Fat, Sick & Nearly Dead* has inspired millions of people to follow Joe's example and reclaim their own health and vitality by adopting plant-based eating habits. The response to the film was so overwhelming Joe founded Reboot with Joe ([www.rebootwithjoe.com](http://www.rebootwithjoe.com)), a health and wellness company that offers support, encouragement, community, media and tools to everyday people.

Joe lives in New York and Sydney.

**Website:** [www.kidsmenu.com](http://www.kidsmenu.com) & [www.rebootwithjoe.com](http://www.rebootwithjoe.com)