

Bustle Announces *A Body Project* - A Body Positive Photo Series With
Renowned Photographer Substantia Jones

The Ongoing Bustle Original Photo Series Will Highlight Body Positive Journeys
Through Remarkable Photography



New York, NY - (June 27, 2016) Bustle, the largest digital media property targeting millennial women with a global audience of over 45 million monthly uniques, announces the launch of *A Body Project*, a groundbreaking body positive photo series with award-winning photographer Substantia Jones, of [The Adipositivity Project](#), to uncover the ongoing fight against negative body images.

Each week Bustle will explore the individual journeys of self-love, body and self-acceptance, through honest, unretouched photographs and engaging interviews. This bold series will reveal how the quest for self-love is a never-ending and ever-evolving journey. *A Body Project* will feature body positive individuals who will reveal their experiences learning to love the body part they initially had trouble accepting, helping to debunk the unrealistic assumption that identifying as body positive implies an immediate and forever satisfaction with one's body.

Substantia Jones is a lauded body positive advocate and founder of the photoactivism campaign, The Adipositivity Project. Her work has appeared in numerous galleries and museums and outlets such as CNN, The New York Times, Bust Magazine, Feministing and The Huffington Post.

"The more mainstream the concept of "body positivity" has become, the less of a focus we've seen placed on the true reason the movement began. It's always been rooted in fat acceptance; and in the representation and visibility of marginalized identities in particular," said Bustle Associate Fashion and Beauty Editor Marie Southard Ospina, who appears in the series. "On the Fashion & Beauty page at Bustle, we try to champion the concept that "body positivity" isn't a button you press, and all of a sudden you're free from horrors of beauty standards. It's a journey. Working with

Substantia Jones felt like a fantastic fit to showcase that journey. Her imagery is unretouched and raw; it shows bodies as they are. And it shows why "bodies as they are" are pretty rad."

"I dig the body diversity of those being interviewed and photographed for the series," said photographer Substantia Jones. "Body issues are not the domain of one size or shape, exclusively."

A Body Project will feature a wide range of models, including:

- **Meg Zulch:** Journalist, transgender body positive activist, and social media manager at Femsplain
- **Justin Robert Thomas Smith:** Modern philosopher, social catalyst and intellectual artist
- **Beck Delude:** Plus size fashion and lifestyle blogger of Manhattan; self-described "big girl in the big city."
- **Marie Southard Ospina:** Fat positive activist, journalist, and blogger, Associate Fashion & Beauty Editor at Bustle

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About Bustle

Bustle is the largest digital media property aimed at Millennial women, reaching over 45 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now – spanning breaking news, entertainment, lifestyle, fashion + beauty, relationships and more. www.Bustle.com