

FOR IMMEDIATE RELEASE

## Motivational Icon's Biography Can Change Daughter's Life

*A Kickstarter campaign seeks to fundraise for a memorial biography of Motivational Fitness Icon, Travis "Achilles" Williams. 100% of Future Profits to go to a college trust fund for Williams' daughter, Azarria.*

**Atlanta, Ga. – 8/17/2016** – Atlanta native, Calvin Bond, has written a memorial biography of Motivational Fitness Icon, Travis "Achilles" Williams, who was killed in a tragic accident in March 2015. The book, "Achilles: A Meditation on Purpose & Inspirational Living", strives to spread the legacy of Achilles, while helping his surviving daughter, Azarria – **100% of future profits will go into a college trust fund for her.**

The book chronicles the life and rise of Travis "Achilles" Williams, who overcame all odds to build a motivational fitness empire, before tragically being struck by a train last year. Williams had a tough upbringing in Compton, California – he didn't have a father and he consistently fought with his mother. So, at the age of 15, he left home.

He spent a majority of his later teenage years in Georgia, living with his Aunt. Over the years that ensued, Williams found his passions and pursued them relentlessly. Though his time was limited, his feats were not. He co-founded Team Fitness, a premier personal-training brand in the Southeast; he helped found a charity, The A-to-Z Project, and helped multitudes struggling worldwide; and he helped raise a daughter, Azarria, passing on his adventurous spirit, teaching her how to live with purpose.

His quotes and photographs helped him gain international fame (an Instagram following of 31k), and continue to inspire thousands across the globe today. This book is a celebration of his legacy. A reflection on how life is supposed to be lived, it is a compilation of Achilles' works, accented with exclusive interviews of his closest friends, celebrating a life of passion, adventure, and purpose.

Calvin Bond, the creator of the project, originally envisioned a simple photo-book, curated to preserve Achilles' photos and quotes. But when he decided that the proceeds should go to Achilles' daughter, the scope of the project changed. "I knew that outsiders would need a background on who Achilles was, and how he became that man. So, I began interviewing Achilles' closest friends and the project kept evolving."

It has evolved into a 110-page, full-color, emotional journey – it even includes a contribution from Achilles' daughter, Azarria. Bond continued: "With Achilles' quotes and photos staring me directly in the face, I couldn't help but strive for perfection. This book is a direct representation of his inspirational force."

The book's design is nearing completion and a Kickstarter campaign runs until 9/16, to fundraise for the bulk publishing and distribution of the book. Want to help? The Kickstarter can be found at [www.kickstarter.com/projects/1908120963/achilles-a-meditation-on-purpose-and-inspirational](http://www.kickstarter.com/projects/1908120963/achilles-a-meditation-on-purpose-and-inspirational).

**About the Author:** Calvin Bond is an Atlanta native currently based in Huntington Beach, California. Bond is a writer and photographer, and runs the adventure blog [www.sporkandflask.com](http://www.sporkandflask.com). Bond met Williams in 2010, and his life was forever impacted. "Achilles' words changed my life, and I want to share them with the world. To spread his legacy. To help Azarria."

For more information about "Achilles: A Meditation on Purpose & Inspirational Living", please visit [www.facebook.com/AchillesTributeProject/](http://www.facebook.com/AchillesTributeProject/), or contact Calvin Bond at (404) 697-7186 or at [AchillesTributeProject@gmail.com](mailto:AchillesTributeProject@gmail.com). More Info and full media Kit at [www.sporkandflask.com/achilles/](http://www.sporkandflask.com/achilles/).

END

###