The Traitors UK Star Miles Asteri Becomes Celebrity Patron for First Steps ED

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First Steps ED, a leading eating disorders charity, today announces that Miles Asteri, best known for his appearance on The Traitors UK in 2024, has become the organisation's newest celebrity patron.

The 37-year-old reality television star will work alongside the charity to raise awareness of eating disorders, particularly amongst men and members of the LGBTQ+ community.

Miles brings deeply personal experience to his new role, having battled an eating disorder from his late teens. His appointment comes as First Steps ED's latest annual report showed a 6% increase in referrals for males in 2023/24, with 20% of all service users now being male. LGBTQ+ individuals are between two and four times more likely to develop an eating disorder.

"I'm honoured to become a patron of First Steps ED," said Miles Asteri. "For too long, eating disorders have been misunderstood as solely affecting women, but the reality is that men – particularly those in the LGBTQ+ community – face unique pressures that can lead to dangerous relationships with food and body image."

Miles is speaking publicly for the first time about his own struggles, which began when he moved out on his own at 19. "I would weigh myself eight times in an evening, and every time I saw a lower number on the scale, it felt like a small win. I got down to 70kg and fit into extra small clothes, but those wins never lasted," he said.

Miles' experience highlights the particular challenges faced by LGBTQ+ individuals, where harmful messaging around body image can be prevalent. "Within the LGBTQ+ community, the phrase 'straight skinny is gay fat' often circulates. The messaging around body image in our community can be really harmful," Miles explained.

In his role as patron, Miles will support First Steps ED's campaigns, speak at events, and help develop resources specifically tailored to male and LGBTQ+ experiences of eating disorders. He will also advocate for systemic changes, including greater body diversity representation in fashion and media.

Miles' message to others facing similar struggles is one of hope and encouragement: "I know I'm not alone, there are so many people out there who struggle with similar issues. Eating disorders are complex and can last a lifetime. Despite my progress, I know I still have days where that mindset creeps back in. But I want to advocate for health over obsession, and that's what I'll keep doing."

Derby-based First Steps ED works across the UK, providing care and support for children and their families, young people and adults affected by eating difficulties and disorders. The charity offers one-to-one support, support groups, and educational workshops to help people, their families and their communities.

Daniel Magson, CEO of First Steps ED, said: "Miles' courage in sharing his story will be invaluable in our mission to support everyone affected by eating disorders. His voice will help us reach communities that have historically been underserved and break down the stigma that prevents so many from seeking help."

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