

## PRESS RELEASE

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### IMMEDIATE PRESS RELEASE – February 2012

The BC Provincial Eating Disorders Awareness Week (PEDAW) Planning Group is pleased to announce the **KICK-OFF** of “**Love Our Bodies, Love Ourselves.**” This annual campaign is to increase public awareness about the prevention of eating disorders and disordered eating, and to promote positive body image, resilience and self-esteem among BC residents.

Provincial Eating Disorders Awareness Week starts in British Columbia the first week of February and marks a **year-long campaign** to promote the awareness about prevention, early intervention and treatment of eating disorders.

**Jessie’s Legacy at Family Services of the North Shore** is the provincial leader for this event. In collaboration with the Kelty Mental Health Resource Centre and a passionate group of teachers, counsellors, clinicians, and peer support workers from the eating disorders community, we are recommending a number of BC-wide initiatives to spread the word:

- Distribution of the wristbands through [keltycentre@bcmhs.bc.ca](mailto:keltycentre@bcmhs.bc.ca).
- Multi-Media Contest – Open for submissions until April 12, 2012
- Flash Mob February 18, 2012, downtown Vancouver, in the vicinity of the Vancouver Art Gallery.
- Like us on Face book <http://facebook.com/loveourbodiesloveourselves>
- Organize activities in your classroom, home, community or workplace. See resource package on our website [www.familyservices.bc.ca](http://www.familyservices.bc.ca)
- Share the importance of celebrating natural diversity in body shapes and sizes.
- Start conversations, generate ideas on how we can love our bodies and love ourselves!

Recent statistics show that among school-age children, approximately one in five girls, and one in ten boys, report being dissatisfied with their bodies. Having a healthy body image enhances both physical and mental health, and is associated with improved emotional well-being, higher self-confidence, healthier eating habits, and reduced risk of depression or eating disorders.

For further information on these and other PEDAW events as they become available visit [www.familyservices.bc.ca](http://www.familyservices.bc.ca)

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**Quotes:**

*“The enthusiasm around the PEDAW 2012 campaign, particularly from youth, is truly awesome. It gives me hope that by working together we can create a climate in BC of body acceptance and resiliency.”*

*- Mimi Hudson, Director of Community Programs, Family Services of the North Shore*

*“Without the incredible support from our community, volunteers and staff, this campaign would not exist. The Kelty Centre plans to continue to bring awareness, provide support, and encourage the prevention of eating disorders. We proudly live by our theme, “Love our Bodies, Love Ourselves,” and hope you can incorporate it into your daily lives so we can make a change in BC, one body at a time.”*

*- Amy Candido, Eating Disorders Peer Support Worker, Kelty Mental Health Resource Centre*

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