

EDEN's Love Your Body Campaign cranks into full gear

Buy your Thundies and support the Love Your Body cause

Thursday October 15, 2009

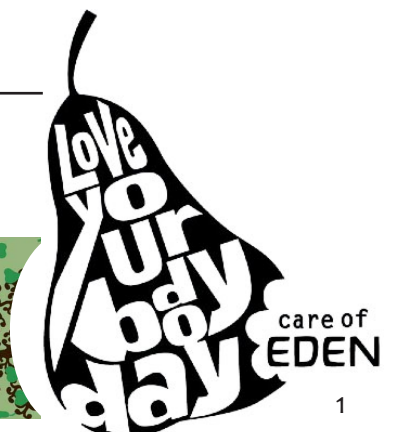
Need new undies? As EDEN's Love Your Body Campaign cranks into full gear, there's never been a better time to restock your underwear drawer. In a funky pear-tree design, Love Your Body Thunderpants go on sale at leading health-and-beauty retailer The Body Shop between October 19-November 2, for just \$25. You can also pick up a pair of the New Zealand-made Thundies ("undies that don't go up your bum") from now til December via www.eden.org.nz. There's a matching cami too.

Meanwhile, snap up a ticket to the one-off New Zealand screening of eating-disorder recovery documentary *No Numbers: Identity Beyond Measure* at The Academy Cinema (Auckland Central Library Building, 44 Lorne Street) on Thursday October 15. Join our MC for the night, radio host JayJay Feeny and other EDEN supporters at 5.30pm for nibbles and networking before the screening. The \$30 ticket includes snacks, raffled door prizes and guest speakers (a cash bar is available). Remember you'll nab a chocolate fish if you wear your Thundies – and yes, we'll take your word for it! Canadian filmmaker Dena Ashbaugh, who's flying in especially, will host a Q&A session after the screening. (To book tickets, contact Rochelle at EDEN on 09 3789039 or admin@eden.org.nz.)

But EDEN's Love Your Body Campaign doesn't end there. On Saturday October 24 (between 11am and 2pm), Rainbow Rascals' Jane Ellis will be body-painting curvy Auckland administrator Jennifer Brewer in the Love Your Body Thunderpants briefs and cami design at The Body Shop store, Westfield St Lukes. Come by and check out real beauty painted for a cause!

October is the climax of EDEN's Love Your Body Campaign. In 2009, the campaign has morphed from a single day to a months-long movement with the support of three new partners: Thunderpants, The Body Shop and Pumpkin Patch.

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As part of a nationwide in-store campaign, leading childrenswear label Pumpkin Patch will operate a point-of-sale, round-up electronic donation programme for EDEN for the month of October. And as well as selling Thundies, The Body Shop is running an in-store “call to action” around body esteem.

EDEN Agency Manager Dr Maree Burns, who recently co-edited the book *Critical Feminist Approaches to Eating Dis/Orders* (Routledge), says EDEN’s Love Your Body Campaign – which turns three this year - is rapidly growing in support and recognition nationwide.

“New Zealanders agree that it’s unacceptable that 80 per cent of New Zealand women are dissatisfied with their bodies, and that up to one in five struggle with disordered eating,” says Burns.

“In a society which idealises thinness, EDEN’s Love Your Body Campaign is a rare opportunity to celebrate and appreciate our bodies as they are, and to acknowledge the beauty of all body shapes and sizes. Body satisfaction and appreciation are key ingredients for building positive body image and self esteem, which in turn help guard against the development of eating difficulties,” says Burns.

Every dollar raised from EDEN’s Love Your Body Campaign will go towards the charity’s early-intervention and prevention services for disordered eating. EDEN (the Eating Difficulties Education Network) is the only specialist NGO provider offering these services in the North Island and (as the government allocates no funding to early intervention or prevention) it receives no public funding for this work. As well as providing information, services and resources to individuals and organisations, EDEN works at a wider social level to promote body trust and satisfaction and size diversity. The agency has been in operation since 1990.

Hi-res Thunderpants images are available. See separate media releases for details of the film screening, and of Thunderpants’, The Body Shop’s and Pumpkin Patch’s involvement with EDEN’s Love Your Body Campaign.

For further information or an interview with Dr Maree Burns or Dena Ashbaugh, please contact myself at slangltd@gmail.com, or Maree direct at 09 3789039, 0274727095, coordinator@eden.org.nz.

For more information about EDEN’s Love Your Body Campaign go to www.eden.org.nz.

*Please refer to this campaign always as “EDEN’s Love Your Body Campaign”.

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