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Media Release

Ditch the diet on DIET FREE DAY

A global event dedicated to raising awareness of the dangers and futility of diets

Wednesday 28 April, 2009

Who hasn't had that niggling feeling that they should really be on a diet? Or heard the comments and conversations in the lunch room about dieting, weight or how many carbs someone is eating?

If this rings even the faintest of bells, mark down Thursday, May 6, as Diet Free Day. Nope, that doesn't mean a day of free membership in a diet-group.

Whether you're following the *Atkins*, the *Liver Cleansing*, the *Lemon Detox*, the *Blood Type* or one of countless other diets - or just thinking about doing one - Diet Free Day is a chance to take a day off, or even to think about quitting the diet habit. Also known as International No Diet Day, the idea was spawned by Englishwoman Mary Evans Young in 1992 to bite back against social pressures to diet and be thin.

The now global event is dedicated to raising awareness of the dangers and futility of diets.

After all, diets don't work (most dieters regain the weight and then some); they muck up our relationship with eating until full; they are a major risk factor for developing eating disorders and binge eating; they are psychologically and physically taxing; they make people more critical of themselves and others; and they often force us into making promises that we can't keep.

Theresa Peters, Agency Manager of Auckland-based EDEN (Eating Difficulties Education Network) is supportive of the day. "In a diet-obsessed culture, having a day to reflect on our eating habits and relationship with food is a great idea."

"No one is suggesting we eat chocolate cake all day - just that we choose foods intuitively and enjoy our food until we're full."

On Thursday, why not give yourself permission to savour every bite?

For more information or an interview please contact Theresa or Victoria at EDEN (09) 378 9039 or info@eden.org.nz

10 ways to mark Diet Free Day on Thursday 6 May:

1. Enjoy foods you've been denying yourself. Treat yourself to that date scone or piece of chocolate cake you are craving
2. Organise a pot-luck lunch or morning tea with workmates.
3. Organise a clothes swap and give away all those garments you've been waiting until you are thin enough to wear.
4. Do something you've been putting off until you were "thin enough" to do it.
5. Go out for dinner or organise a shared meal at your house.
6. Throw away or put away your dieting paraphernalia (scales, diet books).
7. Spring clean any stereotypical images of "ideal" slenderness. Remind yourself that a model is a photoshopped genetic freak.
8. Avoid labelling foods as good or bad
9. Make a top-five list of things you love about your body.
10. Make your favourite dessert.

From www.eden.org.nz

Diet Free Day Thursday 6 May 2010
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