

## October is all about the Cup... Cupcake, that is!

Think we should appreciate our bodies rather than criticise them? Too right! October is EDEN's Love Your Body month, a time to celebrate and enjoy our bodies in all their various shapes and sizes. During October, New Zealanders will be hosting Love Your Body cupcake parties to celebrate.

EDEN promotes living actively and eating a range of nutrition. And while we recognise that cupcakes aren't an everyday food, they remind us that food can be fun!

EDEN is recruiting cupcake party hosts to run cupcake parties at home, the office, their book club, school, or anywhere! While eating yummy, scrumptious cupcakes, partygoers promote positive body image through fun activities, discussions and koha to EDEN.

4 in 5 New Zealand women are dissatisfied with their bodies, and up to 1 in 5 struggles with disordered eating.

"Our bodies are amazing, and we spend so much time criticizing them, rather than appreciating them. Love Your Body is a rare chance to appreciate and enjoy our bodies as they are. Boosting body image increases health practices, wellbeing and self-esteem," says Deb Schwarz, EDEN Manager.

EDEN, the Eating Difficulties Education Network, is a small (but mighty) not-for-profit doing amazing work in the community. EDEN has been in operation since 1990 (making 2011 EDEN's 21st Birthday!) and has celebrated Love Your Body Day in New Zealand since 2008. EDEN is dedicated to disordered-eating prevention, early intervention, advocacy, support, information provision and referral in the North Island. EDEN is the only specialist NGO provider offering these services in the North Island. As well as providing information, services and resources to individuals and organisations, EDEN works at a wider social level to promote body satisfaction, body trust and diversity.

The Love Your Body cupcake parties will spark body-positive discussions and help New Zealanders to celebrate their bodies as they are. In addition, money raised from EDEN's Love Your Body Campaign will go towards the charity's early-intervention and prevention services for disordered eating.

**For more information on how you can help support the Love Your Body cupcake parties or to sign up to host a party yourself, please contact:**

Erin at [contractor@eden.org.nz](mailto:contractor@eden.org.nz).

**For interviews or comments, please contact:** Deb Schwarz, EDEN Manager, [manager@eden.org.nz](mailto:manager@eden.org.nz), or call the EDEN office at (09) 631-7570, ext. 4.

**Or visit EDEN's website:** [www.eden.org.nz](http://www.eden.org.nz).

