



**For Immediate Release**

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**Jackson Elementary School Embraces *Love Your Body* Week 2008.**

**Atlanta, GA:** During the week of February 11th, Warren T. Jackson Elementary School is teaming up with the Atlanta-based Eating Disorders Information Network (EDIN) in a campus-wide effort to educate the student body about unconditional acceptance when it comes to their bodies. For one week the theme, *Love Your Body*, will take shape in a variety of events, discussions and teaching exercises aimed at fighting off a growing problem among many healthy-weight students in K-12 grades: the belief that they are fat and need to diet to maintain the pencil-thin weight standards reflected (and reinforced) by America's media.

As an example close to home, a recent survey of Atlanta private school teens found that while 97% were healthy or underweight, 51% wanted to lose five or more pounds.

"Despite our focus on obesity, many children and teens today are enveloped in an even more insidious problem - thinking they're fat when they're a healthy weight, and beginning a diet cycle that often leads to potentially deadly eating disorders," notes Dr. Dina Zeckhausen, founder of EDIN, and author of *Full Mouse, Empty Mouse* (Magination Press, 2007), the first children's book devoted to preventing eating disorders.

On Sunday evening, February 3, Dr. Zeckhausen will speak during a free lecture at Jackson's main campus (1325 Mt. Paran Road). The event, ***Raising Balanced Kids in a World of Super-Size Meals & Zero-Sized Models: What Parents Should Know***, will focus on principles for counteracting harmful and conflicting messages in a culture where fast food is promoted as regularly as anorexic body ideals. "It's our hope that parents of grade-school children will attend because these days, prevention efforts can't start soon enough," states Zeckhausen.

During ***Love Your Body*** week, student activities will range from in-class discussions and interactive exercises, to relaxation/body awareness exercises during PE, to more innovative formats such as displays involving bathroom mirrors. As a kick-off, Dr. Zeckhausen will host an auditorium reading of her book for the children. Jackson Elementary is just one of many Atlanta schools expected to participate in the EDIN's School Outreach program this year, with the projection that thousands of students will be significantly affected by positive messages of acceptance.