

**Ditch Your Diet on May 6th - International No Diet Day
National Eating Disorder Information Centre Encourages
Canadians to Celebrate their Natural Sizes**

Toronto, ON – May 6th is International No Diet Day and the National Eating Disorder Information Centre (NEDIC) is reminding Canadians about the risks associated with dieting.

“As summer approaches, people often talk about losing weight,” says Marbella Carlos, NEDIC’s Outreach and Education Co-ordinator. “But studies show that 95 percent of diets fail and that most dieters gain back all, if not more weight within one to five years.”

The societal pressure to be thin is having a negative affect on children too. Sixty-one percent of Canadian girls in grades 7 and 8 are trying to lose weight.¹

“Children model adult behavior,” notes Marbella. “Frequent dieting can be a warning sign of an eating disorder. Other warning signs might include: strict avoidance of certain foods, excessive exercising and frequent body checking.”

Instead of dieting, NEDIC promotes body acceptance, and encourages individuals of all ages to balance eating for health and eating for pleasure, while exercising for enjoyment. NEDIC is encouraging all Canadians to ditch their diet and share their alternative tips using #NoDietDay.

“Individuals who struggle with body-image, self-esteem, food and weight preoccupation often feel stigmatized and alone,” says Marbella. “But, help is available. NEDIC operates Canada’s only toll-free helpline dedicated to eating disorders and related issues.

The helpline receives over 2,000 calls a year from individuals who are struggling or from family and friends who are seeking information to support a loved one.

On Thursday, May 28, NEDIC will be hosting its 4th annual fundraiser, A Taste For Life, at TIFF Bell Lightbox, with all proceeds going directly to support the helpline (1-866-NEDIC-20 or 416-340-4156 in the GTA). The event will be hosted by Cityline’s Tracy Moore and will include live music from Candice Sand, host bar and hors d’oeuvres catered by Oliver & Bonacini, and a silent and live auction – including a luxury cycling trip for two through Puglia, Italy. Tickets can be reserved or donations can be made online at NEDIC.ca.

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For more information or to schedule an interview, please contact:
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¹ McVey, G., Pepler, D., Davis, R., Flett, G.L., & Abdonell, M. (2002). Risk and protective factors associated with disordered eating during early adolescence. *Journal of Early Adolescence*. 22(1), 75-79.