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Press Release

FOR IMMEDIATE RELEASE

Local Author Lori Hanson
will discuss and sign copies of her book
It Started With Pop-Tarts...
An Alternative Approach to Winning the Battle of Bulimia

On Friday, December 12th at 11:00 a.m.
at Eating Disorder/Dual Diagnosis Networking Event in Long Beach

Lori Hanson shares the personal details of her 34-year struggle with bulimia with truth, clarity, and humor. Her book offers hope, inspiration, and guidance for anyone seeking a way out of bulimia, anorexia, binge eating or yo-yo dieting. Hanson delves into chemical imbalances and the mind/body disconnect that contribute to eating disorders and other addictions and offers five strategies to help individuals recover holistically. Joining Hanson in this presentation will be Naturopath and Author, Ann Boroch (*Healing Multiple Sclerosis*). Serene Center is located at 1215 East 4th St., Long Beach. Contact the Serene Center (562) 366-3557 for more information.

“Rather than go where many authors have gone before, Hanson questions the current gold standard of treatment for eating disorders. The rate of recidivism for this disease is enormous and as professionals we must be open to integrating new ideas of treating these suffering patients” says Dr. F. C. Cox. She adds “Hanson really understands that to treat an eating disorder one must take a holistic approach. This is a lively, invaluable book where the author tells all and through her struggles—you laugh, learn, and are encouraged to heal.”

Hanson believes we are all have the power to heal ourselves and after watching many victims go in and out of treatment repeatedly realized traditional methods may not hold the

solution to eating disorders. "Lori Hanson's bulimia recovery guide includes vital new information on the physical causes of compulsive eating that can make all the difference between recovery and relapse." Julia Ross, Author of *The Diet Cure* and *The Mood Cure*

An entertaining and humorous speaker Hanson shares her personal story and insights on holistic healing with teens, college students, parents and treatment professionals to raise awareness about the devastating effects of eating disorders and creating balance in life. She challenges and inspires her audiences to search for and embrace their personal power.

Jack Canfield, Co-author of the *Chicken Soup for the Body and Soul®* and *The Success Principles*; featured teacher in *The Secret* says "This book is a wonderful example of the new paradigm that is emerging in the arena of health."

Hanson is available for speaking, private consultations and workshops on eating disorders and life balance.

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