

## **FOR IMMEDIATE RELEASE**

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### **SPEAKER ON ADDICTION AND STRESS TAKES BOOKINGS AS NEW-SCHOOL-YEAR DEMANDS KICK IN FOR COLLEGE STUDENTS**

*Lori Hanson Shares Her Story and Tips for Dealing with College Stress*

October 23, 2011, Denver—After battling bulimia for 32 years and finally winning, Lori Hanson is an expert on the stress factors that influence young people and the life skills they need to handle them. Lori has turned her experience into three books, including the *Stress Survival Kit*<sup>™</sup> for College Students, and is now a much-sought-after motivational speaker at colleges and universities across the country.

Thousands of students have heard Lori speak, and each one has come away with better tools, understanding, and resources to recognize and control stress and live healthier, more balanced lives.

“Lori is able to connect with her audience by using straight talk and directly addressing complicated challenges that young people face,” said Drew, a student in the Chancellor’s Leadership Class at the University of Colorado, Colorado Springs (UCCS). He added, “Lori offers many strategies for dealing with the intense stresses of being in school that will leave any student better prepared to succeed in education.”

Nichole, a student at Metropolitan State College of Denver, shared similar thoughts. “I like how Lori got us to think from a new perspective, and I value the advice she gave us on confidence,” she said.

With Lori’s ability to break through to the hard-to-reach student audience with humor, true stories, and real-life tips, her appearances are in high demand.

Her fall schedule has included stops at Metropolitan State College of Denver, Southern Indiana University, Evansville, and the UCCS Chancellor’s Leadership Class fall retreat. The students at UCCS themed their whole retreat around Lori’s Learn2Balance message, her *Stress Survival Kit*<sup>™</sup> series, and the *Stress Survival Kit*<sup>™</sup> for College Students, which was in demand before it was available.

Lori’s books, including her award-winning debut *It Started with Pop-Tarts*<sup>®</sup>, are available at bookstores everywhere and on her website, Learn2Balance.com. For speaking engagements and coaching sessions, contact Ellen Christiansen at (720) 346-4640.

# Lori Hanson

## Life Balance Expert



Life balance expert  
Lori Hanson shares  
her important  
message to help  
people **IMPROVE  
THEIR STATE OF  
MIND**, make good  
choices, **REDUCE  
STRESS**, empower  
themselves and...  
**DARE to DREAM!**

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720-346-4640

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### Bio

Life balance expert and founder of Learn2Balance, Lori Hanson knows personally what it takes to create balance in life. Her battle with bulimia started at the young age of fourteen and continued into her forties. Her low self-esteem propelled her into becoming a stressed out "Type A" corporate workaholic. As she struggled to find balance and happiness for almost 30 years, Lori an amateur body-builder established a deep understanding of diet, nutrition, exercise and alternative medicine and their effect on human behavior.

### Award-Winning Author

Lori tells her story and shares tips for managing stress, improving nutrition and balancing lifestyle in her award-winning books *It Started with Pop-Tarts®*, *Teen Secrets to Surviving & THRIVING* and *Stress Survival Kit for College Students*, as well as through membership clubs and personal coaching.

### Publications, Appearances

Lori has appeared on radio and television programs internationally and has been featured in *Essence*, *New Living Magazine*, *AFLV Connections*, monthly newspaper columns, *Wellsphere.com*, *Limitless Living.org*, and numerous other publications, bringing awareness to the epidemic of stress, eating disorders and the risks of overloaded living.

Sharing her inspirational personal story Lori has spoken at conferences, corporations, college campuses and events nationwide—wherever people are seeking intelligent, practical, and entertaining ways to find balance in their lives.

To learn more about Lori Hanson visit <http://Learn2Balance.com>

# Over 85% of College Students feel Stressed EVERY Day!

The pressure of college life is stressing out our students!

College students are giving up years of their life to stress—before they are in the “real world.”

The pressure to perform scholastically, take on extra activities and over achieve is taking all the fun out of college life for many students. And many are turning to unhealthy habits to deal with the stress: drugs, alcohol, eating disorders and cutting are common ways of numbing out to the pain of college life.

Add to that the pressure from the media to “look perfect” and we have an epidemic. Award-winning author, stress and eating disorder coach **Lori Hanson** has personal experience, she suffered with bulimia for 34 years. Through persistence she found recovery after realizing the missing link was reconnecting her mind and body through self-healing.

She founded *Learn2Balance* to pursue her goal of helping students find balance amid the pressures of college life. A nationally known speaker and leading authority on eating disorders Lori studied diet, nutrition, exercise and alternative medicine for 25 years. An entertaining and humorous speaker, Lori talks candidly with students about stress, mindset, addictive behaviors, diet and nutrition

Lori founded a non-profit organization in 2010 and is creating a documentary “COEDS” to profile the link between college life, eating disorders and stress.



## Interview Lori About

Is college stress cutting your son or daughter’s life short? 4 things you should know

**Is your daughter in danger? 3 eating disorder signs parents need to know**

Be a Superior Student! How to deal with stress and excel in college *effortlessly*

**It’s not just for girls. Why your athletic son may have an eating disorder**

Picky eater or eating disorder? Why your habits may be killing you

**Stop your 3 o’clock cravings! It’s not in your head**

The top 5 foods to avoid if you are a compulsive eater

**3 Secrets to developing a healthy body image**

My secret life: Adults with eating disorders

**Healing after forty...the 5 secrets to balance**

## Timely Tie-Ins

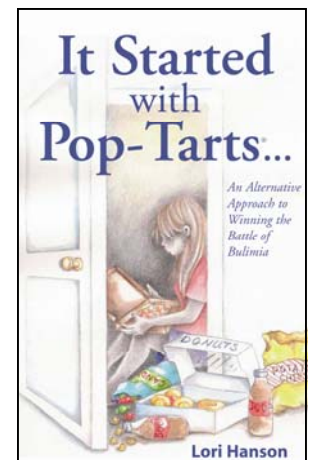
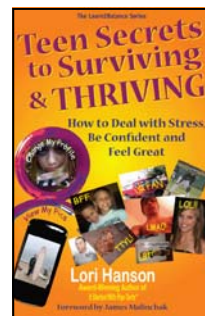
Healthy Weight Week (Jan) National Health Day (Jan) National Eating Disorder Awareness Week (Feb), Stress Awareness Month (Apr) New School Year, Freshman Fifteen (Aug/Sep) Family Health & Awareness Day (Sep)

## Media Experience:

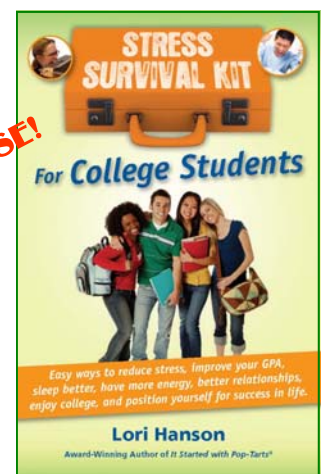
National radio shows:

- Regional TV show segments including: AM Arizona, Good Morning Arizona, Colorado & Company, Bay Sunday, Weekend Daybreak, The Alexandra Show
- Numerous articles and publications, monthly newspaper column, The Signal

**“I wish we had thousands of hours more because you are so interesting and what you have to say is so valuable.”** Helga Sitkin, host of “Women of the World” American Radio Network KCLA, KLAS-FM, (Los Angeles)



Winner of the prestigious Mom’s Choice Award



## Contact:

Call 720-346-4640, [Ellen@Learn2Balance.com](mailto:Ellen@Learn2Balance.com)  
Website with downloadable media kit: [www.Learn2Balance.com](http://www.Learn2Balance.com)

## Availability:

Nationwide by arrangement.  
Based in Denver.

# Media Endorsements for Lori Hanson



Life balance expert,  
**AWARD-WINNING  
AUTHOR** and  
speaker, Lori Hanson  
shares her important  
message to help  
people **IMPROVE  
THEIR STATE OF  
MIND**, make good  
choices, **REDUCE  
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**DARE to DREAM!**

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## Women of the World, Host Helga Sitkin

"I wish we had thousands of hours more because you are so interesting and what you have to say is so valuable. Your book is provocative, revealing and totally honest."

—**Helga Sitkin, host, Women of the World Kaleidoscope Magazine, American Radio Network (KCLA, KLAS-FM, Los Angeles)**

## Barbara McFaddin Show

"As a nation we are seeing epidemic numbers of people with eating disorders, whether it is bulimia, anorexia or other similar of addictive, self-destructive, compulsive behaviors. Your audience will experience the down to earth information Lori will share to help all of us find balance, peace and freedom. It Started with Pop-Tarts... is the beginning of that journey."

—**Barbara McFaddin, host, Barbara McFaddin Show  
WFHG-AM, Bristol, VA**

## The Donna Seebo Show

"You're one gutsy lady! I think anytime someone is willing to hang out their emotional underwear like you did...kudos to you. This is such an incredible journey; your book is very well stated!"

—**Donna Seebo, host, The Donna Seebo Show  
www.BBSRadio.com**

## The Feminine Soul Show

" I found Lori to be an engaging, interesting and articulate guest. Her subject matter is of great interest and importance and she demonstrates a depth of understanding that is compelling to listeners. I highly recommend her."

—**Robin C Hoffman, host, The Feminine Soul Show  
Real Coaching Radio Network (www.rcrn.info)**