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COLLEGE STUDENTS TO GET FIRST-HAND ADVICE ON DANGERS OF EATING DISORDERS

Author and ED Coach to Share Her Story During Eating Disorder Awareness Week

Los Angeles—For a year after Lori Hanson wrote her first book, *It Started with Pop-Tarts*®, a memoir with her unique approach to eating disorder recovery and finding balance in life, she stayed up late before a speaking engagement to bake her own hot pastries for the group. Now she has had to eliminate the symbolic gesture—she is just too busy and her groups are getting larger. Hanson is heading to the East Coast for talks at Florida State University on February 22; the University of Tennessee at Chattanooga on February 24; and Salisbury University for National Eating Disorder Awareness Week. (Her appearance at Salisbury University is being sponsored by Sober College.) A media favorite and leading authority on eating disorders, her entertaining, humorous and forthright talks have been earning the respect and interest of a tough crowd: teens and twenty-somethings.

Hanson is a bulimia survivor who battled her eating disorder for 34 years. She has developed a three-step process for integrating nutritional therapy, shifting mindset and healing at the cellular level, which is the basis for her ED coaching programs. Based in Valencia, California, Hanson works with coaching clients nationally by phone or in person. Her coaching program allows clients to get help without disrupting their schedules or lives. She also offers flexibility for celebrity clients with private on-set or on-location sessions.

Along with colleges and high schools, Hanson recently has spoken at the Association of Fraternity/Sorority Advisors Annual Conference, Soroptomists International and Women's Association of Addiction Treatment.

She writes a monthly health column in *The Signal, Santa Clarita Valley News*, and has been interviewed for an article in the April issue of *Essence Magazine*. Hanson is founder and chairman of the Association of Alternative Treatment for Eating Disorders (AATED). Her books, *It Started with Pop-Tarts* and *Teen Secrets to Surviving and THRIVING* are available through her website www.Learn2Balance.com and bookstores everywhere. For speaking engagements, media appearances and coaching sessions, contact Hanson at 877-650-HEAL.

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