

FOR IMMEDIATE RELEASE

AUTHORITY ON EATING DISORDERS AND WELLNESS TO SPEAK TO PANHELLENICS

Author and ED Coach to Share Her Story and Hot Pastry Principles™ for Healing and Balance at Southeastern Panhellenic Conference

March 2010 Los Angeles—Lori Hanson battled bulimia for 34 years and won. She has turned her experience into two books and is now a leading authority on eating disorders, speaking to groups large and small. Her entertaining, humorous and forthright talks are even earning the respect and interest of a tough crowd: teens and twenty-somethings.

In March she will speak twice at the Southeastern Panhellenic Conference in Atlanta (March 19-20), where students will hear her life lessons first-hand in “Body Image, Empowerment and the Sorority Woman,” and “The Keys to Making Healthy Choices You Want for a Lifetime.” Based in Valencia, California, Hanson works with eating disorder and stressed out coaching clients 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.

Her speaking engagements take her coast to coast. In February she spoke at Florida State University; the University of Tennessee at Chattanooga; and Salisbury University for National Eating Disorder Awareness Week. Along with colleges and high schools, she also has spoken at the Association of Fraternity/Sorority Advisors Annual Conference, Soroptomists International, Women’s Association of Addiction Treatment. In April she also will speak at the Association of Fraternal Leadership and Values Annual Conference in Costa Mesa, California.

Hanson writes a monthly column in *The Signal, Santa Clarita Valley News*, and has been interviewed for an article in the April issue of *Essence Magazine*. She is founder and chairman of the Association of Alternative Treatment for Eating Disorders. A media favorite, she has appeared on international radio and television to bring awareness to the epidemic of eating disorders. Her goal is to inspire people to live peaceful, balanced, purpose-filled lives.

Her books, the award-winning *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 and coaching sessions, contact Lori Hanson at (661) 670-0729.

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