



BRIDGEPOINT
CENTER FOR EATING DISORDERS

MEDIA RELEASE

January 30, 2017 (MILDEN, SK) — The Government of Saskatchewan has officially proclaimed Eating Disorders Awareness Week to be February 1-7. Six provinces and more than 50 municipalities across Canada will participate in Eating Disorders Awareness Week activities. Dozens of notable landmarks will be lit up in purple throughout the week to raise awareness of this important cause, including SaskTel Center in Saskatoon on February 1.

BridgePoint Center for Eating Disorders collaborated with Saskatchewan resident Siera Bearchell, Miss Universe Canada, who finished in the Top 9 last night in Manila for Miss Universe 2017. Bearchell supports Eating Disorders Awareness week and is a strong advocate for empowering women and body diversity. Bearchell has gained media attention from around the world as she recently called out body shamers after being called larger.

“I would love to help use my voice to help women struggling with who they are. True beauty, validation and self-worth all start from within. Rather than labelling our bodies, we should call ourselves what we are, women. Women who are confidently beautiful and celebrate other women.” said Siera Bearchell, Miss Universe Canada.

The full interview with Miss Bearchell is available at: <http://www.bridgepointcenter.ca/inspiration>

With eating disorders having a higher mortality rate among girls and young women than any other mental health condition, eating disorder groups across Canada will mark Eating Disorders Awareness Week 2017 with a new campaign to reinforce the message that eating disorders are *not* a choice. Using the hashtags #NotAChoice and #EDAW2017 (or #SEMTA2017 in French), they will spread the message that eating disorders are serious biologically-influenced mental illnesses with potentially life-threatening consequences — and they can affect people of all ages, genders, classes, ethnic backgrounds and abilities.

“Saskatchewan is fortunate to have the government support for such an important mental illness. It is time to stop the stigma around eating disorders as almost everyone knows someone who has been impacted by disordered eating. There is hope and help right here in Saskatchewan. ” said Carla Chabot, Executive Director at BridgePoint Center.

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BridgePoint Center for Eating Disorders, is a provincially approved and funded continuum of care program that contributes to making a difference in the lives of people in Saskatchewan with eating disorders by opening a path for a process of discovery and recovery. The center is the only residential eating disorder program in Saskatchewan and is a hidden gem in the quaint setting of Mildren, Saskatchewan. Programming is free of charge with a valid Saskatchewan health card. For more information, visit www.bridgepointcenter.ca.

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