

YWCA women to 'Eat Cake' to celebrate International No Diet Day (INDD)

*****EMBARGOED TUESDAY 2nd MAY 2006*****

MEDIA RELEASE

YWCA Victoria today urged young Victorian women to say 'No' to dieting and 'Yes' to eating cake in the lead up to annual International No Diet Day (INDD), to be held on Saturday May 6, 2006.

To celebrate INDD, YWCA Victoria will launch its 'Eat Cake' campaign this morning at the Queen Victoria Women's Centre where a group of women will eat a huge YWCA cake.

Ms Shannon Rees, YWCA State President said that INDD provided an important opportunity for Victorians to celebrate positive body image in women, dispel misleading diet myths and generally encourage the consumption of cake.

"International No Diet Day provides our community with an important opportunity to highlight healthy eating, positive body image and counter act our society's obsession with 'ideal' weight,' Ms Rees said.

"While the YWCA recognises that healthy eating and a balanced diet are vital to young women's health – it is important to highlight that dieting is not only often unsuccessful, it can be dangerous.

- Girls that start dieting before the age of 15 have an increased likelihood to binge, purge, have depression, and experience tiredness and irregular periods. (www.ifnotdieting.com.au)
- Anorexia is the third most common disease in Australian females aged 15 – 24*
- It is estimated that only one in ten cases of bulimia nervosa are detected in Australia*
- One in five 18 – 22 year old Australian women have symptoms of binge eating disorder*
- In Australia \$1 million is spent EVERY day on trying to loose weight (<http://www.wchm.org.au>)
- There is only a 1.1% chance that an active Australian woman, aged 18-35 would have the same weight, height and hip measurement as a mannequin (<http://www.ifnotdieting.com.au>)

Ms Rees said that these grim statistics demonstrated that eating disorders continued to be a major issue in the Australian community.

"INDD is our chance to celebrate who we are as individuals and help communities tackle the full spectrum of diet related issues, especially eating disorders," Ms Rees said.

"YWCA Victoria urges workplaces to celebrate different body types and balanced eating this week in the lead up to INDD on Saturday May 6th.

* <http://www.thebutterflyfoundation.org.au/>

Media Contact: Shannon Rees 0429 029 226

1st May 2006