



# Free yourself from the bondage of body-image.

“It’s time to stop hiding under a cloak of insecurity. We must accept who we are if we want to make a difference in our own lives and the lives of those around us.”

– Allison Stuart Kaplan

At **ASKInYourFace.com**, July 2010 is all about **Midlife Eating Disorders...** pulling the topic out of the closet and **INTO YOUR FACE.**

**Get Support ● Get Treatment ● Get Healthy**

**[www.AskInYourFace.com](http://www.AskInYourFace.com)** is a sophisticated, energetic resource for women, with support from a growing group of advertisers and a goal of expanding into books, events and more.

**Interview  
Allison Kaplan!**



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# Midlife Eating Disorders...

pulling the topic out of the closet and INTO YOUR FACE.

## FOR IMMEDIATE RELEASE

BLOOMFIELD HILLS, Michigan — Experts say that between 1 million and 3 million middle-aged women in America have anorexia or bulimia. One out of every 10 eating disorder patients in America today is over the age of 40, and doctors say that specific midlife lifecycle events are the triggers – be it a divorce, loss of a parent, a traumatic illness like cancer or children leaving the nest.

“It’s time to own up to what we’re hiding and what we’re afraid of,” says fitness leader **Allison Stuart Kaplan**, whose women’s web-magazine, **ASKInYourFace.com**, will launch a massive **Midlife Eating Disorders Awareness** campaign July 1st.

“**M**idlife eating disorders are the silent killers that affect us all,” says Kaplan, 50. “Husbands stay silent, friends don’t want to interfere and kids not only don’t speak up, they copy our bad behavior. It’s time to put this growing problem out in the open and help each other get healthy.”

The **ASKInYourFace.com** Midlife Eating Disorders Campaign will begin with a month of articles written by experts in the field, including:

**Allison Kaplan** (founder of **ASKInYourFace.com**, a certified personal trainer, yoga teacher, group fitness instructor, wellness coach and speaker. Kaplan battled an eating disorder years ago and has helped countless women face theirs.)

**Beverly Price** (a registered dietitian who owns Reconnect with Food® at Inner Door Center, Michigan’s first and only comprehensive eating disorder treatment center)

**Dr. Lisa Elconin** (an internist at the forefront of eating disorder treatments)

**Lena Piskorowski** (a fashion consultant certified through the Body Beautiful Institute and a member of the Association of Image Consultants International and Fashion Group International)

**Brenda Strausz** (a holistic psychotherapist who specializes in women’s issues)

...and others.

### Articles will focus on:

- the three major disorders: anorexia, bulimia and binge-eating;
- cross-addictions like kleptomania and app abuse;
- treatment, resolution and healing;
- and offer resources for treatment.

An **ASKInYourFace.com** department specifically devoted to eating disorders will be an ongoing effort, located under the **Beautiful You** category.

**www.AskInYourFace.com**

## Kaplan is creating a Michigan Coalition on Midlife Eating Disorders, involving top Midwestern leaders in the field in a first-of-its-kind local think tank.

“This is something I always wanted to speak out about because it’s a problem that isn’t going away,” says Kaplan. “In fact, it’s getting bigger by the day. Research shows an astronomical increase in the number of middle-aged women seeking treatment for these disorders. It’s heartbreaking that we can’t embrace ourselves the way we are.”

The campaign will also speak to women who may not necessarily battle an eating disorder but who are challenged with self-esteem and self-image problems. Tying into the July 4th holiday, **ASKInYourFace.com** will offer articles that explore issues of personal freedoms and “how we enslave ourselves,” says Kaplan. “This is an opportunity to finally, at this point in our lives, at 50, or at 40, or at 65, find a way to free and liberate ourselves from the bondage of body image,” Kaplan says.



Veteran fitness industry leader Allison Kaplan created **www.AskInYourFace.com** in 2008 as a way to empower women. With a growing national readership, **www.AskInYourFace.com** offers daily articles from experts in fitness, health and wellness, nutrition, relationships, animal activism and more.

“I know how hard it is to make change and stick with it,” says Kaplan. “My goal with this site is to be a partner in women’s health and fitness toward improving their lives and helping them actualize their commitment to themselves.”

## Interview Allison Kaplan!

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