



ATTENTION HEALTH & LIFESTYLE EDITORS

NEWS RELEASE

NEW YEAR'S RESOLUTION- TO *NOT* DIET

With all of the New Year's Resolutions of "losing weight" floating around the country, women's health expert, author and psychotherapist, Esther Kane, MSW, wants to remind Canadians that diets don't work and that this dangerous habit is the major precursor of serious eating disorders.

January 13, 2010. COURTENAY, BC, CANADA>> Esther Kane, MSW, the well-respected author and eating disorders therapist, who has appeared on CTV, Global television, and CBC radio discussing her new book, *It's Not about the Food: A Woman's Guide to Making Peace with Food and Our Bodies*, wants to remind Canadians this New Year that dieting to shed the excess of the holiday season can be a deadly habit.

It's Not About the Food is Kane's third book on women's health issues. In the chapter entitled, "Why Diets Don't Work", she points out that diets don't work in the long run and that they set you up to lose weight fast and then put it all on (plus more) again later. In fact, studies show that 95% of all dieters regain their lost weight within one to five years.

It's Not About the Food considers the factors behind disordered eating, and offers information and practical workbook style exercises and offers sufferers the tools they need to stop harming themselves and transform their relationships with food and how they see their bodies. These include: mindful eating, understanding and working with the food-mood connection, meditation and relaxation techniques, and choosing to change our minds through retraining our brains.

Kane herself is a survivor of disordered eating. Her own struggles with—and eventual healing from—anorexia, bulimia and orthorexia led to her decision to become an eating disorders therapist. She includes aspects of her own experience in *It's Not About the Food*. This personal element helps Kane form a rare connection with readers, clients, and audiences through her ongoing writing and public speaking engagements.

About Esther Kane

Esther Kane, MSW, is a private practice psychotherapist, author and women's emotional well-being expert. She holds a Bachelor of Social Work from Toronto's Ryerson University and a Masters of Social Work from the University of British Columbia. Kane is a member of the BC Clinical Counselors' Association and has been practicing for over a decade. As a respected speaker on women's issues, she has written and published three self-help books for women including *What Your Mama Can't or Won't Teach You: Grown Women's Stories of Their Teen Years* (2006); *Dump That Chump: A Ten-Step Plan for Ending Bad Relationships and Attracting the Fabulous Partner You Deserve* (2007), and *It's Not About The Food: A Woman's Guide To Making Peace with Food and Our Bodies* (April 2009.) The book is available to order online at <http://www.itsnotaboutthefood.net>

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Background materials

- Please visit the online Pressroom for *It's Not About the Food* [here](#):
 - View a [Video Interviews](#) with Esther Kane
 - Hear Esther on [CBC radio](#)
 - Download a [Bio](#) and [Photos](#) of Esther Kane
 - Review the *It's Not About The Food* [Info Sheet](#)
- Download sample chapters of *It's Not About the Food* [here](#).
- Review copies of *It's Not About the Food* are available on request.

Esther Kane is available for phone, radio, and television media interviews across Canada.

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