



**ATTENTION HEALTH & LIFESTYLE EDITORS**

**MEDIA ALERT**

**CANADIAN AUTHOR AND EXPERT ON DISORDERED EATING  
AVAILABLE FOR ON-AIR INTERVIEWS ABOUT WOMEN'S  
HEALTH**

*Women's health expert, author and psychotherapist, Esther Kane, MSW, has recently completed live on-air interviews about women's body issues with CBC Radio in Vancouver and Canada AM television in Toronto. She is doing a series of on-air interviews across Canada during July and August, and is available for booking.*

**July 7, 2009. COURTENAY, BC,>>** Esther Kane, MSW, the well-respected author and eating disorders therapist, is bringing attention across North America to the so-called "harmless" habit of dieting because it is the main precursor to serious eating disorders such as anorexia and bulimia nervosa.

In Kane's new book launched last month, *It's Not about the Food: A Woman's Guide to Making Peace with Food and Our Bodies*, she urges women to stop dieting. *It's Not About the Food* is Kane's third book on women's health issues. With it, she hopes to help North American women recognize and heal from disordered eating behaviors and the shame that accompanies them. "Surveys show that more girls and women fear **becoming fat more than they fear dying**," notes Kane. "My book aims to help women see that they don't have to be at war with their bodies."

Kane herself is a survivor of disordered eating. Her own struggles with—and eventual healing from—anorexia and bulimia 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 [Video Interview](#)(s) with Esther Kane
  - Listen to Esther Kane on [CBC's BC Almanac](#)
  - 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](#).
- Read a recent article by Kane, published in *Glow* magazine here. [http://www.estherkane.com/free\\_stuff.htm#confessions](http://www.estherkane.com/free_stuff.htm#confessions)
- Review copies of *It's Not About the Food* are available on request.

### **Summer Media Tour –**

- Esther Kane is available for phone media interviews across Canada, and in studio interviews in Vancouver, Calgary & Edmonton throughout July and August.

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