



**ATTENTION HEALTH & LIFESTYLE EDITORS**

**NEWS RELEASE**

**CANADIAN EXPERT SPEAKS OUT ON THE RISE OF ORTHOREXIA:  
THE HIDDEN EATING DISORDER DISGUISED BY “HEALTHY” FOOD  
CHOICES**

*Women’s health expert, author and psychotherapist, Esther Kane, MSW, launches her latest book to help women overcome orthorexia with an appearance on CTV’s CANADA AM.*

March 24, 2009. COURTENAY, BC, CANADA>> Esther Kane, MSW, the well-respected author and eating disorders therapist, speaks out about the rise of orthorexia in her new book *It’s Not about the Food: A Woman’s Guide to Making Peace with Food and Our Bodies*, launching April 15th in Canada. As part of the launch, Kane will be taking part in media interviews in Toronto on April 3 and 4<sup>th</sup> and Vancouver the week of May 11th, starting with a guest appearance on CTV’s *Canada AM* program April 6<sup>th</sup>.

Orthorexia is a growing eating disorder characterized by an excessive focus on eating healthy foods. “The challenge in identifying the illness relates to the fact that sufferers believe they are simply practicing healthy eating,” explains Kane. “Yet similar to other eating disorders, orthorexia can lead to social isolation, severe malnutrition or even death.”

*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. “Studies show that 80%-90% of women dislike the shape of their bodies yet less than 5% of us are genetically predisposed to be tall and thin. My book aims to help women see that they don’t have to be at war with their bodies.”

*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 Interview](#) with Esther Kane
  - 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 on orthorexia 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.

### **Spring Media Tour – TORONTO & VANCOUVER**

- Esther Kane is available for media interviews in Toronto and Vancouver:
  - Toronto: Thursday and Friday, April 3 and 4, 2009.
  - Vancouver: May 15 and 16, 2009.

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