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FOR IMMEDIATE RELEASE

POP-TARTS PRINCIPLES LEAD TO HELP FOR EATING DISORDERS

January 1, 2009, VALENCIA, CA—Lori Hanson suffered from bulimia for 34 years until discovering the missing ingredients to her good health. Now she has written a book and holds workshops to share her discoveries with others. Her 320-page book, *It Started with Pop-Tarts® ...An Alternative Approach to Winning the Battle of Bulimia*, can help turn around the most troubling eating disorders, according to Hanson. Quick to find the humor in the toughest times, the local author will share her story and some laughs at Flintridge Bookstore & Coffeehouse, 964 Foothill Blvd., La Canada Flintridge, on January 8, 2009, at 7:30 p.m. The public is invited to attend this free event set in an informal bookstore setting.

Hanson will describe the path she took over the years (this is where the Pop-Tarts come in) and her principles on a holistic approach to finding balance, peace and freedom from eating disorders. She admits she went through years of trial and error with treatments and hopes no one else has to. Her recipe for an alternative way to heal costs less than conventional medical therapies, she points out. Since her book's publication last year, high school and college students, parents, and community groups have attended her talks and learned her secrets.

Hanson offers a wide variety of workshops and talks on eating disorder awareness, self-esteem, body image, reducing stress, improving diet, nutrition and quality of life to help students and parents develop "coping skills" and avoid addictive behaviors. As a consultant, she works with individuals on eating disorders and weight and stress issues. Her approach is based in Eastern philosophy and includes referrals to alternative practitioners.

Copies of *It Started with Pop-Tarts* (Shewolf Press, 2008) will be available for sale at the book event or go online at www.Lori-Hanson.com to order and learn more about Hanson's workshops and consulting services.

Hanson also is a lyricist and singer. She recently released an audio version of *Pop-Tarts* spiced with her own music. Available from Amazon or her website.

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