



NORMAL nonprofit

NEWS RELEASE

NORMAL is a national nonprofit organization that educates about eating disorders, body image and self-esteem through arts and mindfulness programs.

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**NORMAL non-profit Brings Powerful Short Documentary Film *ED101*
For Screening at Wisconsin Schools & Universities**

Timely educational programs coincide with eating disorder awareness campaign on campuses

New York, NY -- NORMAL, a national non-profit organization that uses arts and mindfulness programs to educate on eating disorders, body image and self-esteem issues, announced today it will show its free film *ED101* at selected schools and universities in Wisconsin this month to educate students, faculty, and families about eating disorders. See film here: http://www.normal-life.org/ED_101.php.

“With more than 25 million Americans struggling from eating disorders, there is a critical need for eating disorder awareness and the kind of support we bring to this vulnerable population,” said NORMAL founder and CEO Robyn Husa.

The 35-minute film is a free arts-based learning tool being circulated to schools and communities nationwide, and provides a comprehensive overview of a widespread, yet highly misunderstood, mental illness through compelling family journeys and hopeful stories of recovery. It features expert commentary and insight by clinicians, ED association leaders, and family members who’ve been impacted by the disease.

Startling, little-known facts revealed in the film include:

- 25 million Americans struggle with an eating disorder (source: NEDA, BEDA)
- 7 million of those struggling with eating disorders are male (source: National Association for Males with Eating Disorders)
- Suicide causes up to 50% of deaths of those with anorexia (source: University of Maryland Medical Center)

ED101 includes interviews with the writer of the award-winning musical NORMAL, along with songs performed by Broadway and American Idol stars, and hopeful journeys of recovery. The film screening will be followed by a discussion panel of medical professionals, alongside Husa.

“We have more than a dozen programs that teach about much more than just eating disorders,” said Husa, who holds a Masters in Fine Arts from the University of Virginia and is an E-RYT certified yoga instructor with the Yoga Alliance. “This program is about family communication, mindfulness and employing self-care as a ‘norm’ for daily life.”

Husa co-founded the Drama Desk and Obie-award winning Transport Group Theatre Company in New York in 2001 and originally produced NORMAL THE MUSICAL Off-Broadway in 2005. In a 2005 review, the *New York Post* wrote “[NORMAL] is a feel-good musical ...[that] shows that any subject, if handled right, is grist for the musical mill.” *Variety* magazine followed with “Let’s wrap this up and send it out to schools where it can do the most good.”



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The ED 101 film and program is being brought to universities in concert with campus' recognition of eating disorder awareness, and is sponsored by Aurora Behavioral Healthcare and Rogers Memorial Hospital, among others. See below for the full schedule of participating schools and panelists:

February 27th at 7:30pm at University of Wisconsin (UW) – Parkside. Sponsored by Alex DeVinny Memorial Fund and Aurora Behavioral Healthcare. Panelists include UW-Parkside medical professionals and Robyn Hussa. This 60-minute presentation is open to the public.

February 28th at 9am, Kyra Radsek Foundation presents Robyn Hussa and the ED 101 Seminar at Kettle Moraine Lutheran High School in Jackson, WI -- Open to students and faculty.

February 28th at 6:00pm at University of Wisconsin (UW) – Milwaukee “Flicks Theatre”. Sponsored by Norris Health Center, Women's Resource Center, UW-Milwaukee Athletics, University Housing and Rogers Memorial Hospital. Panelists include Laura Lees, Psy.D., CEDS, Jessica Witt, MSN, RN, CPNP and Robyn Hussa. This 60-minute presentation is open to the public.

February 29th at 6:30pm at Greendale High School (GHS). This special presentation for high schools will feature NORMAL Vice President, Laura Lees, who is a Clinical Psychologist and Certified Eating Disorder Specialist and individuals in recovery.

February 29th at 11:30am at Wisconsin Lutheran College (WLC). Sponsored by WLC Student Health & Counseling Center, Kyra Radsek Foundation and Aurora Behavioral Healthcare. Panelists include local WLC Counseling staff, Sandi Blaies, LCSW and will feature discussions with Joe and Dawn Radsek. The 60-minute presentation is open to WLC students, faculty and staff.

February 29th at 7:00pm at University of Wisconsin – Madison in the Memorial Union. Sponsored by University Health Services, The Alex DeVinny Memorial Fund, The Kyra Radsek Foundation and Rogers Memorial Hospital. Panelists include Danielle Oakley, Ph.D., Sarah Van Orman, M.D., Janice Antoniewicz-Werner RD, CD, MA, and Robyn Hussa. This 60-minute presentation is open to the public.

In addition to the *ED101* programs and panel discussions above, Hussa will appear at Marquette University on February 15th and draw on her professional Broadway theatre and entertainment industry experience, in tandem with her work in the nonprofit mental health community, to instruct on eating disorders and body image, while exploring healthy ways of managing stress through innovative theatre, poetry, music and mindfulness techniques. Hussa's presentation “SOAR! Healthy Body Image Through Arts and Mindfulness” is sponsored by MUSG Student Activity Fee, Empowerment and Aurora Behavioral Healthcare.

Hussa will present her “SOAR! Healthy Body Image Through Arts and Mindfulness” program again on February 27th at 2:00pm at Waukesha Community Technical College. Both SOAR! workshops are free of charge and open to the public.

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one of which brings the NIS Program (a hip musical “NORMAL”, a related curriculum, panel of medical experts, and persons in recovery) to schools, and that has clinically shown to inspire individuals into treatment.

NORMAL was founded by Robyn Husa, a 2010 recipient of the Champion in Women’s Health Award by Sue Ann Thompson’s Wisconsin Women’s Health Foundation.