



NORMAL In Schools

**NEWS RELEASE**

NORMAL In Schools is a national nonprofit organization that educates about eating disorders, the therapeutic impact of the arts and related issues such as body image, self esteem and family communication.

## NEWS RELEASE

**FOR IMMEDIATE RELEASE:**

### **For immediate release**

Date: January 29, 2010

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*Celebrating Inner Beauty through Theatre, Music and Art*  
**NORMAL in Schools' to stage 1<sup>st</sup> annual "Inside Out!" gala Feb. 27**  
**to raise funds during National Eating Disorders Awareness Week**

*Milwaukee, WI – January 29, 2010*

NORMAL in Schools, a nonprofit organization dedicated to education about eating disorders, will stage its first annual gala fundraiser **"INSIDE OUT! – Celebrating Inner Beauty through Theatre, Music and Art"** Saturday, February 27 at Turner Hall Ballroom in Milwaukee during National Eating Disorders Awareness Week. The benefit will be hosted by Kirsten Haglund, Miss America 2008 and President of the Kirsten Haglund Foundation for Eating Disorders.

This fun, funky, informal event will feature a live performance of segments of the off-Broadway musical *NORMAL*, a silent auction, dance celebration with music by Swing Nouveau and an art gallery/sale featuring stunning multi-media artwork created by local artists, including patients in recovery. Excerpts from the musical *NORMAL* will be performed by Kirsten Haglund, the original New York *NORMAL* team of author Yvonne Adrian, lyricist Cheryl Stern and composer Tom Kochan and the local professional cast of *NORMAL*.

The silent auction will include several highly prized items – an original Cook Customs motorcycle designed by AMD World Champion Dave Cook, original artwork from world renowned artist Yuroz, an original song composed especially for the successful bidder by an Emmy-nominated composer / Broadway lyricist, and exclusive Broadway and professional sports memorabilia.



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NORMAL in Schools (NIS) is a Milwaukee-based national nonprofit arts-and-education organization that brings a hip rock 'n roll musical (*NORMAL*), a related curriculum, medical experts and persons in recovery to schools to teach the devastating impact of eating disorders and related issues such as body image, self-esteem and family communication. NIS was founded by Robyn Husa, who was recently named a recipient of the Champion in Women's Health Award by Sue Ann Thompson's Wisconsin Women's Health Foundation.

Proceeds from "**INSIDE OUT!**" will be used to help NORMAL in Schools deliver its programs and materials to more families. "For every \$1,000 we earn, NIS can bring our comprehensive live program into another area school," said Ms. Husa. "With more than half of teen girls and almost one-third of teen boys currently engaged in unhealthy weight control behavior, there is a critical need for eating disorder awareness and the kind of support we bring to this vulnerable population," she added.

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While Ms Husa wants the "INSIDE OUT!" benefit to raise awareness of eating disorders, she said the event itself will be "fabulously fun, relaxed, inspiring and upbeat." Recommended attire is "informal and funky" to fit the theme of "Celebrating Inner Beauty through Theatre, Music and Art."

VIP Admission tickets are \$150 (\$125 if purchased before Feb. 15) for the 5:30 p.m. VIP Reception, which includes an exclusive wine and heavy hors d'oeuvres reception with Miss America and Dave Cook. Tickets are \$100 (\$75 if purchased before Feb. 15) for the 6:30 p.m. General Admission, which includes heavy hors d'oeuvres catered by Louisa's Restaurant.

Tickets may be purchased online at [www.normalinschools.org](http://www.normalinschools.org), by phone at 917-771-4977 or by emailing [rhussa@normalinschools.org](mailto:rhussa@normalinschools.org).

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**PHOTOS AVAILABLE OF:**

- (1) Kirsten Haglund
- (2) Robyn Husa
- (3) Local Cast of "NORMAL"



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