



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.

Date: February 10, 2011  
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## **Normal in Schools (NIS) Announces Series of Free Programming and Unique Events During National Eating Disorder Awareness (NEDA) Week in Milwaukee, Madison, & Stevens Point, WI**

*New York, NY – February 10, 2011*

NORMAL in Schools (NIS), a nonprofit organization dedicated to education about the three kinds of eating disorders (ED), self esteem and wellness, is hosting a series of events in Wisconsin to coincide with National Eating Disorder Awareness Week (Feb. 20<sup>th</sup>- Feb. 26<sup>th</sup>). The events occur on the heels of the organization's release of a powerful documentary-style film exposing the growing problem of eating disorders and obesity in our society: "Speaking Out About ED."

The events kick-off on Feb. 20<sup>th</sup> with a free presentation of the award-winning NYC rock musical NORMAL based on the true story of a family's struggle with an eating disorder. The live NIS program, featuring the Off-Broadway musical **nor.mal:**, followed by a talk-back panel consisting of experts in the field of eating disorders and mental health, will be held at UW-Madison's Memorial Union, Grand Hall at 7:00pm and is open to the public. The project is presented in collaboration with the Alumni Association, UW-Health Services, Rogers Memorial Hospital and the Wisconsin Women's Health Foundation.

The 75-minute performance of **nor.mal:** tells the true story of a family torn apart by an eating disorder through the eyes of the mother. Written by New York Foundation Artists & Art award winner Yvonne Adrian, Broadway veteran actress and writer Cheryl Stern, and Emmy-award winning composer Tom Kochon, **nor.mal:** is a highly-artistic, theatrical work meant not only to raise awareness of eating disorders and stress management, but to demonstrate the healing power of theatre itself. For information and reservations: [www.normal-life.org](http://www.normal-life.org).

The following day, on Feb. 21<sup>st</sup>, NIS will be awarded the prestigious Green Bay Packer Foundation grant during a press conference and award ceremony at Lambeau Field. The grant will support NIS' live tours of the NIS program throughout Wisconsin, in addition to production and delivery of educational programs, online content and tools to schools and communities.

On Feb. 23<sup>rd</sup>, NIS will present the **nor.mal:** musical live at the 2011 Wisconsin School Counselor Association (WSCA) Conference at the Ramada Hotel in Stevens Point from 7:00-9:30pm. An Evening Preconference Workshop will feature a panel including NIS President and Founder Robyn Husa, alongside expert clinicians



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and guidance counselors who have experienced the NIS program in their school community. Conference attendees can register online for this presentation at [www.wscaweb.org](http://www.wscaweb.org).

NIS will end its weeklong educational programming by hosting its 2<sup>nd</sup> Annual Gala fundraiser, “INSIDE OUT – Celebrating Inner Beauty through Theatre, Music and Art,” at Milwaukee’s Historic Turner Hall Ballroom at 5:30pm on Saturday, Feb. 26<sup>th</sup>. Tiffany Ogle, co-host of Milwaukee’s Morning Blend on TMJ4 will host the fun, funky, informal benefit, and will join professional actors in a live poetry jam featuring her own poetry and original works created by professional writers and individuals in recovery for addictions.

The benefit will include dinner, a silent auction, a dance celebration with music by Swing Nouveau, and an art gallery/sale featuring a stunning multi-media artwork created by artists ranging from Yuroz to local artists, including patients in recovery.

“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,” said NIS President and Founder Robyn Husa.

Proceeds from “INSIDE OUT!” will support NIS’ continued production of educational programs and materials delivered to schools and communities, online content and tools, and its documentary film “Speaking Out About ED.” The online film debunks myths, explores treatment options, and calls for better training of the medical community in managing this life-threatening condition. It may be viewed online at: [www.normal-life.org](http://www.normal-life.org) for a limited time, in honor and support of National Eating Disorders Awareness Week.

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NORMAL in Schools (NIS) is a national non-profit arts-and-education organization that educates about eating disorders, the therapeutic impact of the arts, self-esteem, body image and family communication. It offers an array of resources and programs – one of which brings a hip musical (“NORMAL”), a related curriculum, medical experts, and persons in recovery to schools, and that has clinically shown to inspire individuals into treatment. NIS 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.