



National Eating Disorders Association
603 Stewart Street, Suite 803
Seattle, WA 98101

TEL 206.382.3587
FAX 206.829.8501
WEB NationalEatingDisorders.org

October 20, 2009

Dear NEDA Watchdog,

Ralph Lauren recently fired model, Filippa Hamilton, for being “too big.” In reality, Filippa Hamilton, is well below normal weight. She has been a model for Ralph Lauren for many years. The Ralph Lauren Company’s behavior with regard to her firing is abominable and reinforces destructive media images.

We are asking you and all of our NEDA Watchdogs to write letters of protest to Ralph Lauren so that he and his company understand that this type of behavior is not acceptable.

We encourage you to write your own letter, but feel free to use the sample below as a template:

Dear Mr Lauren,

Everyday, millions of women and men in America are fighting a life and death battle with an eating disorder such as anorexia or bulimia. As many as 10 million women, and 1 million men suffer, and are in danger of losing their lives to these dangerous illnesses. It is beyond a doubt that the prevalence of this illness is due in part to unrealistic media images, including ads for your fashion line.

Your recent firing of Filippa Hamilton makes it all too clear that you are willfully promoting an industry standard that presents harmful and unhealthy images of women. Young women and men across the country are influenced by your ads; in striving to attain the unachievable ideal you present, some of them will lose their lives. This is unacceptable.

I encourage you to reconsider your standards of beauty. Bodies of all shapes and sizes deserve to be represented in our media. Most fashion models are thinner than 98% of American women. We want to see REAL bodies represented in your advertising. You can choose to be part of the solution – instead of being part of the problem.

Regards,

(Your name)
NEDA Media Watchdog

The letter above is just a starting point. Please feel free to elaborate and add your own personal voice. [Email Ralph Lauren](#) your personal message, then [let us know](#) when you’ve sent it. It is important for Watchdogs to issue letters of protest when the media takes steps in the wrong direction and to also encourage those taking steps in the right direction. Please encourage your friends and family to join in this letter writing campaign. Thanks for all you do!

Regards,

NEDA Staff

