

October 10, 2008

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

Heather Baror
Reader Comments
Seventeen Magazine
300 W. 57th St.
17th Fl.
New York, NY 10019

Dear Heather,

I am writing on behalf of the National Eating Disorders Association (NEDA) to commend the work you do to spread positive body image. The “Seventeen Body Peace Treaty” is an excellent way to help young women combat negative body image and constant pressures from the media. By attempting to establish positive body image and self-esteem, you are helping us in our cause to prevent eating disorders.

In a thin-obsessed culture, low self-esteem and body image problems cultivate eating disorders. In the United States alone, nearly ten million women and one million men suffer from anorexia and bulimia. At NEDA, we are trying to reduce the prevalence of these eating disorders by increasing awareness and helping those who are suffering from eating disorders through access to treatment referrals and a wealth of information. This letter is being sent to you as part of NEDA’s Media Watchdog program which brings attention to ads, commercials, and other media that promote body image issues or have products and slogans that could promote negative body images or eating disorders. Watchdogs also write letters of praise to media that instill positive messages about body image.

Thank you for recognizing society’s issue with negative body image and using your power to impart positive, healthy messages that encourage young women to be happy with their natural size.

Sincerely,

Jenni Janett
Media Watchdog
National Eating Disorders Association