

David & Goliath, Inc.
1230 South Myrtle Avenue #401
Clearwater, FL 33756

8 August 2007

Dear David & Goliath,

We at the National Eating Disorders Association (NEDA) received many concerned messages and feedback about a "Miss Anorexic" t-shirt recently found for purchase on your website. The image on the shirt offended and shocked many viewers who came across it. We have since learned that the shirt has been removed from your website, and we would like to commend you for listening to your consumers and taking action. At the same time, we also hope to contribute to the education your consumers have shared with you already and instill upon you the importance of why this shirt is no laughing matter.

In the United States as many as 10 million females and 1 million males are currently struggling with anorexia or bulimia. **Anorexia has the highest premature mortality rate of any psychiatric disorder.** Eating disorders are killing people. Just as you do not portray a patient facing a life-threatening illness such as cancer with horrifying images, we believe the same consideration should be paid to individuals suffering from eating disorders. NEDA is a national not-for-profit organization dedicated to expanding public understanding and prevention of eating disorders and promoting access to quality treatment for those affected along with support for their families through education, advocacy and research.

Additionally, we at NEDA received word of certain responses that concerned individuals received when they attempted to contact your company about this offensive t-shirt. When one individual requested an apology for the damage that has been caused by the shirt one response from your company read, "Here's my apology! Go make yourself a sandwich! Ill send you a free tshirt when we make xxxl! Have a great day sunshine! Sent via BlackBerry from T-Mobile." Needless to say, the individual was outraged at such an ignorant response to a very valid concern. We sincerely hope your company David & Goliath does not generally operate in such an ill-informed fashion towards its customers.

Eating disorders are serious, potentially life-threatening, illnesses, not choices. For anyone who has battled an eating disorder, watched a loved one suffer, or lost a child to the illness, it is certainly not to be taken lightly, much less offensively displayed on a t-shirt.

Sincerely,

Anna Thurmaier, and over 3,500 Media Watchdogs nationwide
National Eating Disorders Association
603 Stewart Street, Suite 803
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CC:
Genevieve Munn
The Eating Disorders Coalition
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