

April 18, 2008

Miss Bimbo Team  
[missbimbo-support@ma-bimbo.com](mailto:missbimbo-support@ma-bimbo.com)

Dear Mr. Jacquart:

I am writing to you on behalf of the National Eating Disorders Association (NEDA) to express our concern about the harmful messages imparted on Miss Bimbo game. We know how impressionable adolescents can be, and believe that this game could trigger serious self esteem and body image issues.

One of the definitions for the word 'bimbo' is an attractive yet stupid, amoral woman. This female characterization is not a positive role model for girls and degrades women. The game targets girls 9-16 years of age; this is a critical developmental stage for young women. When adolescent girls are led to believe that being thin is the ultimate goal, and plastic surgery is normal, they will be more inclined to be dissatisfied with their own bodies.

This game not only encourages low self-esteem, but it also desensitizes girls towards unhealthy habits such as bingeing, purging and crash dieting. It teaches young girls how to diet, and encourages them to consider plastic surgeries. A game that rewards a "player" who loses weight by advancing "her" to the next level only reinforces the warped notion that the thinner a woman is or gets, the more success she will attain.

Eating disorders are serious illnesses that are becoming more prevalent in the world each year. Games such as yours that jeopardize self esteem are triggers for these illnesses. Your messages are clearly contrary to our continual efforts to prevent and find a cure for eating disorders, and help affected individuals and families.

The attention that you have received from the media has proven that you are reaching your target audience of teens. Why don't you consider using this media clout to impart positive, healthy messages that encourage young women and men to embrace their genes and feel good about their healthy bodies, no matter what shape or size? Teens would be much better served with a game that reinforces their unique beauty and ability to achieve their dreams.

All the best,

Annie McPhee  
For the National Eating Disorders Association

