



FOR IMMEDIATE RELEASE:

Contact:

Kristen Hostetter

Rock Recovery

(571) 239-9125

Kristen@recorecovered.org

<http://www.rockrecovered.org>

ROCK RECOVERY TO HOST SCREENING OF AWARD WINNING DOCUMENTARY, *MISS REPRESENTATION*, DURING NATIONAL EATING DISORDER AWARENESS WEEK

(Arlington, Va.) Jan 14, 2012 - Local nonprofit, Rock Recovery, is participating in the 25th annual National Eating Disorders Awareness (NEDA) Week by screening award winning documentary, *Miss Representation*, in association with Washington Women in Publication Relations. The event will be held on March 1, 2012, and aims to increase awareness around the impact of media messages and the issue of eating disorders in our society.

NEDAwareness Week 2012 runs from February 26 - March 3 and was ultimately created to prevent eating disorders and body image issues, while reducing the stigma surrounding the disease and improving access to treatment. This year's theme of "Everybody Knows Somebody" is intended to show the prevalence of eating disorders in our society and how individuals each can do one thing to help the problem.

Written and directed by Jennifer Siebel Newsom, *Miss Representation* exposes how mainstream media contributes to the under-representation of women in positions of power and influence in America. The film challenges the media's message that a woman's value lies in youth, beauty, and sexuality, which makes it difficult for women to achieve leadership positions and for the average woman to feel powerful herself. These messages are shown to greatly contribute to body image issues and the development of eating disorders.

Cary Larson, Rock Recovery's founder and executive director says, "We're constantly exposed to media and find ourselves buying into the belief that our youth, complexions, and figures are of utmost importance, overshadowing other aspects of what women are. These beliefs have a shocking effect on men and women across ages, ethnicities and socioeconomic status. The purpose of this event is to empower the community to rise above negative messages

-MORE-

Supporting the journey to freedom from disordered eating through
individual recovery & community empowerment programs

PO BOX 100923 ARLINGTON, VA 22201 PHONE: 571 236 1690



that threaten our mental, emotional, spiritual, and physical health."

Miss Representation includes stories from teenage girls and provocative interviews with politicians, journalists, entertainers, activists and academics like Condoleezza Rice, Lisa Ling, Nancy Pelosi, Katie Couric, Rachel Maddow, Rosario Dawson, Jackson Katz, Jean Kilbourne, and Gloria Steinem. The film offers startling facts and statistics that encourage men and women alike to think deeper about the media images they are exposed to.

- What:** Screening of *Miss Representation* hosted by Rock Recovery in association with Washington Women in Public Relations
- When:** Thursday, March 1, 2012
6:00 pm - 9:15pm
Screening will begin at 7:30pm followed by closing remarks from Rock Recovery
- Where:** NRECA Conference Center
4301 Wilson Boulevard Arlington, VA 22203
- Cost:** \$20 in advance, \$25 at the door. All proceeds go to benefit Rock Recovery's programs. [Purchase tickets here.](#)

Founded in 2008, Rock Recovery is a nonprofit organization that exists to support the journey to freedom for those suffering from eating disorders and disordered eating. Rock Recovery's programs currently include a robust treatment program based in the Washington, D.C, metropolitan area, as well as community empowerment programs that are offered nationwide. Rock Recovery is founded on the belief that complete freedom from disordered eating is possible, and they are committed to educating communities and bridging treatment gap by offering affordable and accessible services. For more information visit: <http://www.rockrecoveryed.org>.

###

Supporting the journey to freedom from disordered eating through
individual recovery & community empowerment programs

PO BOX 100923 ARLINGTON, VA 22201 PHONE: 571 236 1690