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Avalon Hills Gives Historic \$25,000 Gift to the Eating Disorders Coalition, EDC Plans to Add 600 Hours of Advocacy Work in 2012 as Result

January 17, 2012 – Washington, DC - Avalon Hills, a residential eating disorders treatment center based in Utah and a long time supporter of the Eating Disorders Coalition, has kicked off 2012 with a \$25,000 unrestricted donation to continue the important work that the coalition has carried on for the past 10 years.

“The motivation behind the gift is simple”, says Avalon Hills CEO Benita Quakenbush-Roberts, Ph.D, “The EDC is the voice of eating disorders in Washington; EDC is OUR voice. Our hope is that this donation can set an example, a challenge if you will, for other programs, so they will also feel compelled to support the essential work of the EDC.

In response to this gift, EDC President Lisa Lilienfeld, Ph.D., said, “By combining the power of volunteers and lean staff structure with little overhead, the EDC has been able to accomplish a great deal over our ten year history. This one generous gift will allow EDC to add over 600 more hours of advocacy work in 2012. It will significantly increase our ability to advocate for critical legislative and policy change.”

EDC and Legislative Advocacy

The Eating Disorders Coalition has worked closely with Congress to build a bipartisan legislative approach to address eating disorder issues. As a result, the Federal Response to Eliminate Eating Disorders (FREED Act), has been introduced in both the House and Senate. FREED is a comprehensive bill designed to offer federal action in the areas of research, treatment, and prevention of eating disorders.

Eating disorders are biologically-based, treatable and preventable illnesses. Yet, research has been sadly underfunded compared with every other psychiatric illness. FREED provides funding on par with other illnesses for the development of a coordinated research infrastructure nationwide to collect data on prevalence, incidence, accurate death rates, successful treatment approaches and strategies for prevention.

Access to proper treatment and care is paramount for Americans with these life threatening conditions. FREED requires any insurer that provides health coverage for physical illness to also provide coverage for eating disorders in accordance with national standards of care. With adequate treatment, individuals can fully recover and lead productive lives. When appropriate treatment is denied, the consequences are grave. Health care dollars can be squandered on unspecialized, inadequate medical care and lives can be lost.

About the Eating Disorders Coalition

The mission of the Eating Disorders Coalition (EDC) is to advance the federal recognition of eating disorders as a public health priority. Our policy priorities are to: Increase resources for research, education, prevention, and improved training, promote federal support for improved access to care, promote the national awareness of eating disorders as a public health problem, and promote initiatives that support the healthy development of children

About Avalon Hills

The Avalon Hills eating disorder treatment center helps female adolescents and adults overcome eating disorders such as anorexia and bulimia by changing the way they view their bodies and their surroundings. At Avalon Hills we believe that every girl needs three things to rise above the negative beliefs and cultural influences that contribute to the development of eating disorder through three cornerstones for positive change: New Information, New Insights, New Experiences.