Academy for Eating Disorders
111 Deer Lake Road, Suite 100
Deerfield, IL 60015 USA
Tel +1-847-498-4274
Fax +1-847-480-9282
www.aedweb.org

FOR IMMEDIATE RELEASE

Contact:
Jeff Keller, AED; jkeller@aedweb.org; +1-847-498-4274, ext. 357

AED & BEDA Condemn Disney Character Body Alterations for Barney's New York

DEERFIELD, Illinois (Sept. 14, 2012) – The Academy for Eating Disorders (AED) and the Binge Eating Disorder Association (BEDA) condemn the body alterations of Disney characters Minnie Mouse, Daisy Duck and others for a Barney's New York holiday ad campaign. The well-known, beloved characters were altered to appear as tall, emaciated figures representing runway models. A Barney's representative stated that the original characters would not look good in designer clothing.

Viewership of such images is associated with low self-esteem and body dissatisfaction in young girls and women, placing them at risk for development of body image disturbances and eating disorders. These conditions can have devastating psychological as well as medical consequences. This campaign runs counter to efforts across the globe to improve both the health of runway models and the representation of body image by the fashion industry. AED members immediately expressed strong opposition to the campaign and began contacting the companies to protest. As an organization, AED is calling for withdrawal of the altered characters from the campaign.

AED is an international professional organization for eating disorders research, education, treatment, and prevention. For more information about AED and eating disorders, consult the website at www.aedweb.org.

The Binge Eating Disorder Association (BEDA) is the national organization focused on increasing prevention, diagnosis and treatment of Binge Eating Disorder and associated weight stigma. See www.bedaonline for more information.

www.examiner.com/article/disney-character-minnie-mouse-given-anorexic-makeover-for-barney-s-ad-campaign

www.wwd.com/eye/design/cartoon-capers-barneys-new-york-the-walt-disney-co-team-up-for-holidays-6202984

# # #