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HELPING EATING DISORDERS VIA SHORT FILM

Walnut, CA July 19, 2007— Multi-Monde Productions in Canada and American AMP, an advertising, marketing and promotions company in the US, have teamed up to begin a promotions and marketing campaign that aims to help with the growing problem of eating disorders in teens in America. American AMP, an up-and-coming company, played a major role in the success of such movie blockbusters as Disney/Walden Media's *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe*, Mel Gibson's *The Passion of the Christ*, and Universal's *United 93*. In the music industry, American AMP has been responsible for promoting and marketing hundreds of major and independent label recording artists from various genres, including three Bob Marley CD's and three Marley box-sets for JAD Records International.

As a part of the campaign American AMP President Rudy Chavarria Jr interviewed Director / Writer / Producer Laura Turek to use as a tool to enlighten those with eating disorders. "The fact that Laura can relate to the subject and has turned her movie into a tool to educate, it only seemed natural to interview her. She is brilliant and her testimony is worth listening to." Chavarria commented. "Laura is so vivacious and really cares about these young girls that get caught up in societies distorted need to be thin." She is a blessing and so is her movie" added Chavarria.

Director Laura Turek commented on targeting those with eating disorders with the interview: "I really wanted to speak out about how eating disorders and obsession with your weight can totally take over your life. Teenagers have so many pressures on them - school, family, social pressures of fitting in etc. and sometimes it seems like losing a few pounds is the magical answer to everything."

Turek added, "Putting the interview up on the website is one more opportunity for young girls and their parents to literally hear about *My Friend Ana* and hear how eating disorders are exactly that – a disorder. We really want to emphasize that they are not cool."

The interview will be sent out to family and youth organizations, eating disorder organizations, and college student organizations world wide.

Turek concluded, "Our hope is that girls, who are having trouble with an eating disorder or know of someone who is, will listen to this interview and seek help to deal with their problem."

To listen to the interview click here: http://pmm.qc.ca/ana/interviews_en.html or http://www.americanamp.com/promo_pages/myfriendana.html

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