

CONTACT

Sue Gillerlain
(630) 482-9140
sue@sarah-kate.com
www.sarah-kate.com
[Twitter.com/SarahKate](https://twitter.com/SarahKate)

FOR IMMEDIATE RELEASE

Charming Jewelry For Life Beyond Eating Disorders

Goodbye Ed, Hello Me™ jewelry provides daily armor against eating disorders (a.k.a. Ed), and benefits the National Eating Disorders Association (NEDA).

Chicago, Sept. 1, 2009 –The just-launched Goodbye Ed, Hello Me™ sterling silver charm, bracelet, necklace, and keychain is the second collection of jewelry created by bestselling author Jenni Schaefer and jewelry designer Sue Gillerlain. This new collection is designed to support life beyond eating disorders (Ed) and to coincide with the Sept. 2009 release of Schaefer’s highly anticipated book, *Goodbye Ed, Hello Me: Recover from Your Eating Disorder and Fall in Love with Life* (McGraw-Hill).

Schaefer, who is also the author of the 2004 breakthrough bestseller, *Life Without Ed: How One Woman Declared Independence from Her Eating Disorder and How You Can Too* (McGraw-Hill), and Gillerlain, teamed up previously to create a sterling silver charm inscribed with the words, “*Life Without Ed.™*”

The *Life Without Ed™* charm and ensuing bracelet, necklace, and keychain, were born out of the idea that recovery from an eating disorder is a process and positive daily reminders such as everyday jewelry pieces are incredibly useful and powerful.

“Our second jewelry collection, *Goodbye Ed, Hello Me,™* is meant to continue to bring awareness to eating disorders and also remind wearers and gift-givers that life beyond an eating disorder is not only achievable, but opens up a world of possibilities,” says Schaefer, who speaks publicly around the world about her own battle with an eating disorder, and whose body of work has helped change the face of recovery from eating disorders.

Ten percent of the sale of each *Goodbye Ed, Hello Me™* and *Goodbye Ed, Hello Me™* charm, bracelet, necklace, and keychain is donated to the Seattle-based National Eating Disorders Association (NEDA) to promote awareness, education, and helpline support.

Lynn Grefe, CEO of NEDA says, “Jenni’s jewelry is as inspired, authentic, and creative as the author herself.”

NEDA’s National Eating Disorders Awareness week—the nation’s largest eating disorders outreach effort—is scheduled for the week of Feb. 21-27, 2010. The Annual NEDA Conference is Sept. 10-12, 2009, in Minneapolis. Schaefer is a conference panelist and will be holding a book signing during the event on Friday, Sept. 11 from 5:45 to 7 p.m. Jewelry will also be

available for purchase at the book signing.

The round (half inch diameter) sterling silver *Goodbye Ed, Hello Me*[™] charm is two-sided. On one side of the charm, a hand-drawn shooting star mirrors the stars on the *Goodbye Ed, Hello Me* book cover and signifies infinite possibilities. On the back of the charm, the phrase “*Goodbye Ed, Hello Me*[™]” swirls around a small star. Each charm is placed on a sterling silver jump ring along with a single midnight blue freshwater pearl. The pearl symbolizes the wisdom: “The brightest stars come out of the darkest nights.”

Also available is a star-shaped sterling silver “lifesaver” keychain charm (one-inch wide) inscribed with the phrase, “*Goodbye Ed, Hello Me*,[™]” which can be purchased with a magenta, blue, teal, red, black, clear, or stainless steel flexible wire key ring.

All charms are cast and finished by hand in the United States. All sterling silver chains and flexible wire key rings are made in the United States.

The sterling silver *Goodbye Ed, Hello Me*[™] charm with pearl (\$32); sterling silver bracelet with charm and pearl (\$56); sterling silver necklace with charm and pearl (\$54); and sterling silver keychain charm (\$36) with flexible wire keychain (\$40) can all be purchased at online at www.sarah-kate.com or www.jennischaefer.com or by calling Sue Gillerlain at (630) 482-9140. Wholesale pricing for retailers is also available.



For high-resolution, digital images of the *Goodbye Ed, Hello Me*[™] and *Life Without Ed*[™] charms, and accompanying jewelry pieces, please contact Sue Gillerlain at (630) 482-9140 or sue@sarah-kate.com.

More information about eating disorders can be found at:

www.NationalEatingDisorders.org
www.eatingdisordersanonymous.org
www.something-fishy.org
www.anad.org
www.jennischaefer.com
www.sarah-kate.com

About Author, Jenni Schaefer

Jenni Schaefer is an internationally known author and speaker whose work has helped change the face of recovery from eating disorders. Schaefer has her own blogs, [“Hello Me” on The Huffington Post](#), [“Recovery Support” at Gürze Books](#), is a regular guest on national radio and television shows, including *Dr. Phil* and *Entertainment Tonight*, a contributor to mainstream magazines and collections like the *Chicken Soup* series, and a popular speaker at schools, conferences, and other venues. She is also a consultant with Center For Change in Orem, Utah, and a member of the Ambassador Council of the National Eating Disorders Association. Her work has been recognized in publications including *Cosmopolitan*, the *Chicago Tribune*, *The Washington Post*, and *Woman's World*. In addition, Schaefer is a singer/songwriter living in

Nashville, Tennessee. She uses both music and humor in her outreach efforts to help those touched by eating disorders.

Jenni is available for interviews. For more information, contact Jenni at jenni@jennischaefer.com or visit www.jennischaefer.com.

About Jewelry Designer, Sue Gillerlain

Sue Gillerlain, founder of the online jewelry company www.sarah-kate.com, and editor for a trade publishing company, is using her talents in jewelry design and writing, and her personal experience recovering from anorexia and bulimia, to help raise awareness about eating disorders. For more information, please contact Sue Gillerlain at (630) 482-9140 or sue@sarah-kate.com or www.sarah-kate.com.

About the National Eating Disorders Association

Headquartered in Seattle, the National Eating Disorders Association (NEDA) is the largest not-for-profit organization in the country dedicated to supporting research for the prevention, treatment and cure of eating disorders; supporting state legislative and advocacy efforts for access to treatment; expanding public education and awareness of eating disorders; promoting access and providing referrals to quality treatment for those affected; and providing support for their loved ones. Since the inception of its helpline in 1999, NEDA has referred more than 50,000 people to treatment and tallies more than 40 million hits annually on its Web site, www.NationalEatingDisorders.org. NEDA's live helpline: (800) 931-2237 is available live 40 hours per week. Check the Web site for specific days and times.