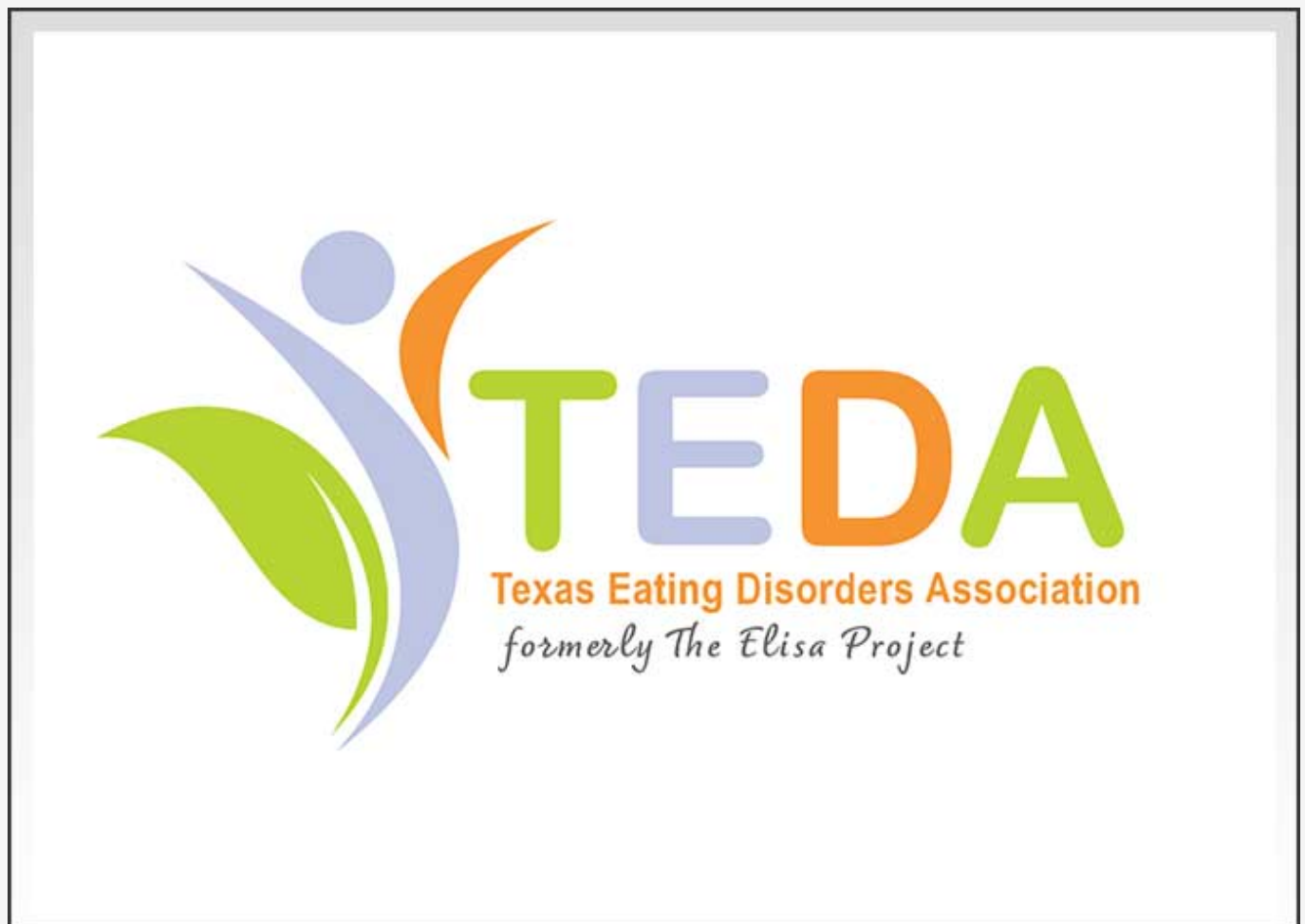


The Elisa Project Board of Directors Announce Name Change to Texas Eating Disorders Association

DALLAS, Texas, Sept. 11, 2019 (SEND2PRESS NEWSWIRE) -- The board of directors for The Elisa Project, a non-profit organization whose mission is to fight eating disorders through education, support and advocacy, announced today the changing of the organization's name to Texas Eating Disorders Association (TEDA).



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The unique and one-of-a-kind organization aims to make a culture shift that takes the secrecy, guilt and shame out of eating disorders. The name change is more reflective of who the organization serves, while also allowing for expansion throughout the state of Texas to better service client and community.

The seeds first planted by founders Rick and Leslie McCall on behalf of their daughter Elisa, combined with the hundreds of passionate individuals, have produced a statewide organization that now supports all Texans in their fight against eating disorder illnesses. Elisa's memory and spirit will continue to guide the organization; even the new logo incorporates a leaf in recognition

of Elisa's love of nature – her story will continue to help others.

“We are so excited about our future as we embrace our new name. We are the only organization in Texas that does what we do, so it is incredibly important that we continue to make a lasting impact on the health and wellness of all Texans by improving the lives of those we serve, as we have since our founding 20 years ago,” remarked Kristi Bare, board president.

Added Kimberly Martinez, executive director, “In the past few years the requests for our programs and resources has steadily grown throughout the state. The name Texas Eating Disorders Association better reflects who we are and allows us to expand to meet the needs of those working to prevent eating disorders as well as those living with the potentially deadly illness and their loved ones. And our new name certainly makes it easier for those in need to find us.”

Since 1999, TEDA has connected more than 6,000 individuals in crisis to resources for recovery and has given hope to those supporting them. Awareness education is imperative to rid communities of stigma associated with eating disorders, and to recognize signs and symptoms of the disease to make early intervention. Annually TEDA has provided curriculum to more than 100 schools and thousands of school-aged students.

With the name change, TEDA's mission will remain the same. Clients and community will continue to receive superior customer service. There are however; exciting new projects in the works and the expansion throughout Texas allows partnerships to be established that bridge the gaps that exist for awareness education, support and advocacy in the eating disorders space.

“While we look to the future, we will continue to pay homage to our past. All of the work we have done and will do in the future is inspired by Elisa, whose wish was to help others. Even in our new logo, we have included a leaf to represent Elisa's love of nature,” remarked Martinez. “We are immensely proud of her legacy.”

The new name, Texas Eating Disorders Association, is effective immediately and will be implemented throughout the organization's programs and services.

For more information, visit <http://yourteda.org>.

About Texas Eating Disorders Association:

Celebrating its 20th year, Texas Eating Disorders Association (TEDA), formerly known as The Elisa Project was founded by Rick and Leslie McCall in memory of their daughter Elisa, who lost her life to an eating disorder. TEDA is dedicated to fighting against eating disorder illnesses through education, support and advocacy.

One person dies every 62 minutes and eating disorders affect up to 30 million children and adults in the U.S. These disorders present complex mental and physical health issues, and have the highest mortality rate of any mental

illness – up to 20%. They don't discriminate, affecting both males and females of all ages, races, ethnicities and socio-economic backgrounds. It's vital that we continue to expand our prevention and intervention efforts, and to improve access to treatment.

If you or someone you know is suffering from an eating disorder, call Texas Eating Disorders Association at 866-837-1999 to access the care and help you deserve.

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