

Hugh van Cuylenburg announced as Eating Disorders Families Australia (EDFA) Ambassador

Eating Disorders Families Australia (EDFA) announced today that one of Australia's most prominent resilience experts, Hugh van Cuylenburg, has been named an Ambassador.

In his new role, Hugh will bring greater awareness to the ripple effect eating disorders have on families and carers.

The bestselling author and founder of The Resilience Project, and co-host of the popular podcast The Imperfects, will work with the charity to break down the stigma associated with eating disorders, which affect an estimated one million Australians, and start a conversation about what can be done to support not only those with disorder eating but also their families and carers.

Having experienced first-hand how eating disorders impact the whole family with long lasting effects after his sister was diagnosed with anorexia nervosa, Hugh welcomed the opportunity to partner with the only national charity dedicated to supporting families and carers of a loved one with an eating disorder.

"I wish so much this were available when my family was struggling because, I don't reckon we coped too well with it," Hugh said.

Hugh's decision to support the work of Eating Disorders Families Australia comes at an important time for eating disorders awareness in Australia.

Eating disorders and disordered eating together are estimated to affect over 16% of the Australian population. Alarmingly, as a result of COVID-19, the number of people seeking treatment for eating disorders has risen 40%.

Eating Disorders Families Australia says they have been overwhelmed by the number of family members and carers desperately seeking support and services as they try to help their loved ones. long-lasting

"Through Hugh's involvement with our charity and publicly sharing his experience, we hope people will be inspired to act," said Christine Naismith, co-founder and Director of Eating Disorders Families Australia.

"We are grateful to Hugh for having the courage to talk about his experience and welcome his involvement with our charity in the pursuit of an Australia where eating disorders struggle to emerge, thrive or persist."

Donations to Eating Disorders Families Australia can be made by visiting www.edfa.org

About Eating Disorders Families Australia (EDFA)

EDFA is a national organisation dedicated to providing lived-experience support, validation, education and information to families and carers of a loved one with an eating disorder.

Founded by a group of Australian parents who have each cared for a young person with an eating disorder, EDFA empowers others to advocate for their loved ones' needs in the recovery process through nationwide STRIVE support groups, education seminars, peer-to-peer support, and social events.

EDFA is working to make a difference in the lives of families working so desperately to support their loved ones in their recovery from an eating disorder. To find out more visit www.edfa.org.au

About Hugh van Cuylenburg

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In 2015, the National Rugby League asked Hugh to run workshops at every club in the competition. Since then, he has worked with the Australian Cricket Team, the Australian Netball Team, the Australian Women's Soccer Team, The Jillaroos and 10 AFL teams. Beyond the team environment, Hugh has been lucky enough to work one on one with individuals such as Steve Smith, Dustin Martin and Billy Slater. He currently works closely with the Port Adelaide Football Club.

In addition to his work in schools and elite sport, Hugh has presented to over 500 corporate groups as a keynote speaker and developed comprehensive programs for a range of workplaces across different sectors.