



Media Release

embargoed until 22 February 2007

Sportsgirl releases 'Statement of Commitment to Positive Body Image'

One of Australia's most recognised fashion brands, Sportsgirl, has joined forces with The Butterfly Foundation to tackle issues related to body image and eating disorders in young women.

As part of the partnership, Sportsgirl has released a '*Statement of Commitment to Positive Body Image*,' developed with advice from The Butterfly Foundation and body image experts.

The statement covers four focus areas; recruitment and staff support, sizing and selling, advertising and promotion and community support. The statement can be viewed at www.sportsgirl.com.au

To raise funds and awareness for The Butterfly Foundation, Sportsgirl will also develop staff training and education, sponsor the upcoming Butterfly Ball and sell a range of Butterfly merchandise in stores this year.

After obesity and asthma, eating disorders are the most common disease in Australian females aged 15-24 years.

"We take our responsibilities as a leading fashion retailer and employer of young women seriously. Our staff and customers are in the high risk age group for eating disorders and we have a unique opportunity to raise awareness and funds to support the work of The Butterfly Foundation," said Elle Roseby, General Manager, Sportsgirl.

"We have always refused to use extremely thin models but we want to make sure we are doing everything we can to support positive body image," she said.

As debate over model's weight and unhealthy body image gains increased profile in Australia and across the world, Claire Vickery, Founder and CEO of The Butterfly Foundation is delighted that an influential fashion brand like Sportsgirl is taking genuine action to promote positive body image.

"Although the money raised through this partnership will make a significant contribution to the important work of The Butterfly Foundation, it is Sportsgirl's reach, the message we can send about health and self esteem and the awareness we can raise amongst young women which is important," she said.

How the partnership came about: Sportsgirl's "Angels with Attitude"

The partnership has been driven by Sportsgirl's 1,000 mostly female staff who nominated negative body image and eating disorders as the most important issue to them and their friends.

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"Our generation Y staff told us that they wanted to work for a company that is aligned with a cause that is important to them. We spent 12 months consulting with our employees on how Sportsgirl could best make a difference in the community," said Elle Roseby.

Sportsgirl appointed staff representatives from across Australia to be part of an internal project group called 'Angels with Attitude.'

After an initial workshop with the 'Angels,' all staff were surveyed to vote on the issue that was most important to them.

Sportsgirl staff voted eating disorders and negative body image as the top area of concern, which led to the development of the partnership with The Butterfly Foundation.

How the funds raised by Sportsgirl will help

In 2007, the Sportsgirl Butterfly Ball aims to raise funds for two important projects;

A national **Direct Relief Fund** will provide financial assistance to people suffering from a diagnosed eating disorder who can demonstrate financial need. The financial assistance takes the form of The Butterfly Foundation paying for or contributing towards a professional services bill, for treatment such as psychology or dietetics that the sufferer would otherwise not be able to receive.

The NSW **Rural Support Program** will enable a specialist psychologist to provide treatment and guidance to families and sufferers in rural and regional communities via a telephone help-line, internet and sms service.

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Please contact **Christina Hickie on 03 9600 0006 or 0417 130 420 or Emily Armet on 03 9600 0006 or 0414 742 307** for further information or to arrange an interview or photo opportunity with:

- Elle Roseby, General Manager, Sportsgirl
- Claire Vickery, CEO & Founder, The Butterfly Foundation
- Esther Woolley, Sportsgirl employee and "Angel with Attitudes" project representative.