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Contact: Courtney Serafin 805-756-2600

Love Your Body Day Starts Oct. 13 at Cal Poly

SAN LUIS OBISPO – The Cal Poly Women's Programs and Services will host a three-day series of events to promote positive self-image and healthy lifestyle choices. Love Your Body Day will run from Monday through Wednesday, Oct. 13-15.

The NOW Foundation's Love Your Body campaign is intended to raise awareness about women's health, body image and self-esteem, according to event coordinator Bonnie Rice. "Since 1997, Love Your Body has given girls and women the tools and encouragement to "just say no" to the air-brushed, cookie-cutter images that Hollywood and Madison Avenue are trying to sell," Rice said.

Cal Poly's event kicks off at 10 a.m. Oct. 13 with an "If Looks Could Kill" display in the University Union Plaza. Additional events on Oct. 13 include screenings of the movies "Redefining Liberation" and "Hollywood's Smoke and Mirrors: Women's Health at Risk" at 5 p.m. in the Science Building, A12. Refreshments will be provided. Participants are also invited to walk along Via Carta any time on Oct. 13 to see various posters, all dealing with issues relating to body image.

On Oct. 14, a resource fair, "Reclaiming Our Bodies," will be held from 11 a.m. to 1 p.m. in the University Union Plaza. During that time, attendees can sign the "No Weigh! Declaration."

Love Your Body Day concludes on Oct. 15 with the "Whole Body and Soul Fair," a student wellness fair from 11 a.m. to 1 p.m. in the University Union Plaza. From 1:30 to 3 p.m. in Chumash Auditorium a workshop titled "Real Beauty, Real Body" will be led by licensed marriage and family therapist Michele Lamarkin.

All events are free and open to the public. For more information contact McKenzie Hall, coordinator of Education Programs, at cpwomenseducation@gmail.com or 805-756-2600.

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California Polytechnic State University
San Luis Obispo, CA 93407
805.756.7266
polynews@calpoly.edu

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