Project HEAL and Aly and AJ Join Forces to Battle Eating Disorders ***Media Advisory***

**June 1, 2018** 30 Million Americans suffer from an eating disorder at some point in their lives. Eating disorders have the highest mortality rate of all mental illnesses, but the majority of sufferers do not receive treatment. Most eating disorders begin in the teen years, but can go for many years undetected before people receive help.

Aly and AJ Michalka rose to fame in their teens with their debut single *Into the Rush*. A large part of their fan base has always been teen and young adult woman, and the sisters feel a real responsibility to be good role models for the community. When good friend, Silicon Valley Star Amanda Crew, introduced them to Project HEAL (whose board Amanda now serves on), Aly and AJ knew they wanted to get involved.

“Together, along with Project Heal, we want to break through the personal interpretations of body perfection we all have” wrote Aly and AJ. “We are individually unique and the quality of our hearts will make us that much more radiant. There’s no easy fix but there’s power in numbers and we will help you fight this stigma.”

Project HEAL Cofounder and CEO Kristina Saffran added: “We are honored to collaborate with Aly and AJ on their US tour. Eating disorders are so often silenced and shamed, and having celebrities like Aly and AJ give a voice, resources, and hope to those who are struggling is truly life changing”

The tour kicks off June 3rd in San Francisco, and wraps up July 2nd in Minneapolis. More info can be found here: [https://alyandaj.com/](https://alyandaj.com/)

Project HEAL is the largest grassroots eating disorder non-profit in the US focused on providing access to healing, via a treatment access program and the first comprehensive eating disorder peer support program, *Communities of HEALing*. Cofounders Kristina and Liana started HEAL at 15 years old in recovery from anorexia; they now have 40 chapters across the globe and have become the premier voice of recovery, with over 40k followers on Facebook and Instagram. Kristina and Liana were named Forbes 30 under 30 social entrepreneurs and won the *Scattergood 2018 Innovation in Behavioral Health Award*.

*Media interviews available with Aly and AJ, Amanda Crew, and Project HEAL cofounder Kristina and Liana. Please contact arwen@theprojectheal.org.*