

For Immediate Release
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TRUEJEANS.COM JOINS BOSTON COLLEGE'S FIGHT TO

"LOVE YOUR BODY"

Change Your Jeans... Not Your Genes

TrueJeans.com has partnered with the Eating Disorders Research Team at Boston College's Connell School of Nursing to celebrate "Love Your Body Week," November 1st through the 9th. Inspired by the National Eating Disorders Association's (NEDA) project "Be Comfortable in Your Genes", "Love Your Body Week" encourages college aged women and men to love their bodies, changing their JEANS not their GENES.

TrueJeans.com hopes to encourage people everywhere that size does not matter. A pair of jeans that fits the TRUE you can help you feel confident and beautiful. TrueJeans.com strives to help both men and women banish the stigma attached to sizing by helping people buy jeans that fit and flatter their unique body shapes. "Too often individuals struggle against their natural genetically influenced size just to fit into that pair of "skinny jeans" in the back of their closets. Fighting your natural size and shape can lead to unhealthy dieting practices, poor body image, and sometimes eating disorders. Approximately 4% of all women struggle with an eating disorder (anorexia nervosa) at some point in their lifetime" (NEDA).

Boston College's "Love Your Body Week" is entirely devoted to educating students and the community about the serious nature and pervasiveness of eating disorders. One of the week's main activities is a jeans drive to collect used jeans that will be donated to St. Patrick's Shelter for Homeless Women and Transitional Housing. True Jeans will give each "jeans donor" a 15% discount towards a new pair great fitting jeans. Adrian Smith, Research Coordinator for Boston Colleges Eating Disorder Team states, "we want to reward people for being true to their *real* bodies. Body shape and size are greatly determined by genetics. Genes are hard to change, but your jeans aren't."

"Encouraging a positive body image among women and men is extremely important to us at True Jeans. Our core mission is to help people of all body types easily find jeans that fit and flatter their unique shape," says True Jeans fit specialist Julie Reppucci. TrueJeans.com uses advanced technology to match shoppers to [jeans](#) that fit. Customers enter a few key body measurements online and answer some general questions about their body shape, and True Jeans' fit finder pops back with a personalized list of jeans that fit. It takes only a few minutes to complete, and is very convenient for busy people who enjoy the latest fashions but don't have time to try on 50 pairs of jeans at a dozen different stores. TrueJeans.com offers [designer jeans](#) for a wide range of body types from a variety of brands, including [7 for All Mankind](#), [Hudson Jeans](#), [Paige Premium Denim](#), and [Lucky Brand Jeans](#).

The [Eating Disorders Research Team](#) from Boston College's Connell School of Nursing consists of faculty and students ranging from the undergraduate level to the doctoral level whose line of study focuses on [eating disorders](#).

The [National Eating Disorder Association](#) is a not-for-profit organization advocating prevention, treatment and research funding for eating disorders; expanding public education and awareness; promoting access to quality treatment for those affected; and providing support for their loved ones.

If you would like more information about this topic, or to schedule an interview representatives from True Jeans or Boston College's Eating Disorders Research Team, please contact Kristen Deveau at 617-5848-3740 x105 or email kdeveau@truejeans.com.

