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NEW BOOK — *Eat by Choice, Not by Habit* — GIVES PRACTICAL SKILLS TO TACKLE EMOTIONAL EATING *in the moment*

“Change in the body must start with change in thought. If you have been unable to eat smart, despite repeated attempts, this is the book you have been waiting for.” – **Linda Prout**, nutritionist and author of *Live in the Balance*

SAN DIEGO, CA — Is it possible to stop being perpetually at war with my body? Why do I always eat after 9pm? What is that second helping at the dinner table really nourishing? In a culture consumed by our consumption, where fad diets and weight loss programs are multi-billion dollar industries, answering this question typically includes a quick-fix band-aid solution. A new book offers women much more.

EAT BY CHOICE, NOT BY HABIT (PuddleDancer Press, October 2005), by Sylvia Haskvitz, R.D. and nationally renowned interpersonal communication trainer, provides the most effective tools to get to the core of emotional eating and negative body image—*in the moment*. This conversational, bite-sized book is filled with real-life stories, accessible dialogue and powerful personal growth skills to help transform how we think about our bodies and food.

From pre-pubescent girls newly immersed in the world of body criticism, to men wanting to regain their college-years stature, to older women still struggling with body issues, **EAT BY CHOICE** provides the practical tools we all need.

“Many of us are habitually at war with our bodies, treating them in ways we would not want to be treated and in ways we’d never consider treating anyone else. We think we’re meeting our needs by either satisfying our food cravings or bullying ourselves into denying them,” says the author.

In fact, says Haskvitz, our dieting frenzy actually puts us at war with food, rather than addressing the real needs we’re meeting with food in the moment. Based on Marshall Rosenberg’s groundbreaking work, Sylvia uses

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the *Compassionate Communication* process to help us transform the negative inner dialogue responsible for contorting our relationship with our bodies, and ultimately with food.

In a question-and-answer format, Haskvitz gives readers of EAT BY CHOICE practical skills to:

- (1) Be your own best friend — learn how to transform self-judgment about your body using empathy
- (2) Separate emotional fulfillment from eating
- (3) Learn how to enjoy the smells, tastes and textures of food again
- (4) Eat healthfully on the road, during the holidays and in restaurants
- (5) Effectively support others you care about who want to eat healthier

“For most of us, dieting or changing our eating habits means living in a constant state of self-judgment. We put so little effort on self-acceptance, or changing our relationship to food itself,” says Haskvitz. “In our culture, food is often used to nourish or nurture ourselves when we’re not physically hungry,” continues the author. “The Compassionate Communication process helps us explore the underlying needs that keep us from reaching emotional fullness.”

To schedule an interview with Sylvia Haskvitz, please contact publicist Tiffany Meyer at 360-891-4929, or tiffany@numamarketing.com.

EAT BY CHOICE, NOT BY HABIT, Practical Skills for Creating a Healthy Relationship with Your Body and Food, by Sylvia Haskvitz, M.A., R.D., October 2005, 98 pages, \$8.95, paperback 5-3/8"x8-3/8", PuddleDancer Press, ISBN #1-892005-20-4.

Publisher's Website: www.NonviolentCommunication.com

Author's Website: www.EatByChoice.com

Endorsements for *Eat by Choice, Not by Habit*

by Sylvia Haskvitz



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"Eat by Choice, Not by Habit combines the author's humor, deep compassion for others and knowledge about food in a way that makes me eager to follow her lead toward healthy eating—and more importantly, toward a healthy attitude about eating. She aptly teaches us all to frame our food 'issues' in a language that is both liberating and comforting."

- **JUDITH HANSON LASATER, PH.D.**,
physical therapist and author of *30 Essential Yoga Poses*

"Change in the body must start with change in thought. If you have been unable to eat smart, despite repeated attempts, this is the book you have been waiting for."

- **LINDA PROUT**, nutritionist and author of *Life in the Balance*

"I am excited that the word is spreading about *Eat by Choice!* The more people that have the opportunity to delve into Sylvia's expertise, the more people will benefit for a lifetime with deepening appreciation of self relationship when it comes to eating. Sylvia's wisdom and knowledge-base allow the reader to awaken to possibilities with ease!"

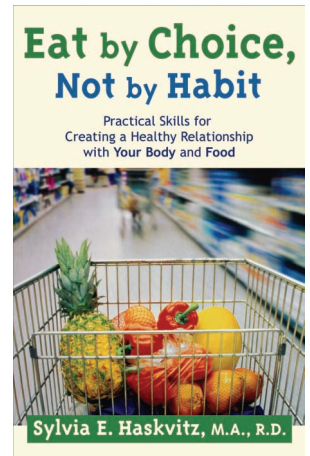
- **LAUREL INMAN, CTACC**, professional life coach, weight loss specialist and personal fitness coach

"If you have 'issues' with food (and doesn't everyone) I wish for you the well-being I predict you will experience from heeding Sylvia's wisdom."

- **IKE LASSATER**, co-founder of Words That Work (www.WordsThatWork.us)

"Eat by Choice, Not by Habit easy and inviting to get into, connecting, lots of good information, and understanding for the many relationships with food. I like that you can jump in at any point and get a morsell! Tasty indeed."

- **SURA HART**, co-author of *The Compassionate Classroom*





“*Eat by Choice* is conversational, practical, fun, inspiring, and easy to follow. I enjoyed all of your quotes and references, and your “soapbox” section that added the ‘ooooomph’ at the end. I can imagine that many people are really going to benefit from having this little gem of a book!”

- **JEAN MORRISON**, NVC certified trainer

“I have been studying NVC for six months or so and this book was the portal that I needed. I never really got it before this book! I had a major ‘aha!’”

- **VALERIE BECKER**, HR director, Horizon Moving Systems

“I just finished reading your wonderful book cover to cover, so I know I savored everything! You did a wonderful service by writing *Eat By Choice*. I found many sections very helpful, and I really liked the breadth of questions you responded to. May your book be read by many and may many be helped by it!”

- **LAURA MARKOWITZ**, editor, *In the Family* magazine

“I love your book! It is going to be a smashing success. I’m much more conscious of my eating choices after reading it. I didn’t know anything about transfat before I read it and now I’m an overnight zealot against it.”

- **BONNIE KARLEN, esq.**, acquisition editor, West Law Publishing

Media Inquiries:

To schedule an interview with Sylvia Haskvitz or to request a review copy of *Eat by Choice, Not by Habit*, please contact our Marketing Director, Tiffany Meyer at 360-891-4929 or tiffany@numamarketing.com. For more information about the Nonviolent Communication process or *Eat by Choice, Not by Habit*, please visit the PuddleDancer Press website at www.eatbychoice.com

Quick Facts About *Compassionate Communication*

- The Compassionate or Nonviolent Communication™ (NVC) process was created by Dr. Marshall Rosenberg, Ph.D. *Eat by Choice, Not by Habit* is based on this groundbreaking work.
- The NVC process is a framework for communicating what we feel and what we need in a manner that helps ensure we'll be understood.
- At the root of the NVC process are 4 basic assumptions about human nature and language:
 1. We all share the same basic, universal human needs
 2. Feelings and emotions are signals telling us that our needs are or are not being met
 3. Compassion is our basic human nature
 4. At the core of all conflict, violence and emotional pain are needs that are not being met
- The NVC process is used to heal emotional pain, reduce aggression and fortify relationships
- The 4 basic steps of the NVC process are: (1) objectively observe the current situation (absent of evaluation, blame or moralistic judgment), (2) identify the feelings that the situation brings up, (3) dig deeper to identify what need is or is not being met, and (4) request actions that would better meet your needs.
- The NVC process is taught in hospitals, classrooms, corporations, mediation centers, prisons and other organizations around the world
- The Center for Nonviolent Communication in La Crescenta, California, was founded in 1984 by Dr. Marshall Rosenberg as a nonprofit peacemaking organization
- Currently, more than 200 certified trainers and hundreds of others teach the NVC process to approximately 250,000 people in 35 countries on six continents each year



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About the Author

SYLVIA HASKVITZ, MA, RD, author of *Eat by Choice, Not by Habit*, is a registered dietitian since 1983 and certified trainer with the Center for Nonviolent Communication since 1989.

Sylvia combined her work as a dietitian and the Compassionate or Nonviolent Communication (NVC) process to provide much-needed skills for clients to create a healthy relationship with their bodies and food.

Using her unique approach, Sylvia developed the Fairview Hospital's first in-patient eating disorder program, with support from staff physicians and therapists. She also developed the *Weight to Go* program at the Northwest Racquet and Swim Club, in Minneapolis, MN. She has served as a private nutrition consultant for corporate wellness programs and individuals on issues concerning cholesterol, weight loss, diabetes and nutrition education. And she has offered a wide range of healthy cooking and vegetarian cooking classes.

Sylvia has also presented Compassionate Communication seminars to businesses and organizations including Head Start, Health Net, Silicon Graphics, Bechtel Corporation and St. Mary's Hospital. She has presented Nonviolent Communication skills at several conferences including the Navaho Nation Division of Social Services Annual Conference, at the National Association of Mediators in Education, National Conference on Peace and Conflict Resolution Studies, the California Association of Peer Professionals, and *Peacemaking: The Power of Nonviolence with the Dalai Lama*.

Sylvia's essay, "Enemy Images" was recently published in the book, *Healing Our Planet, Healing Ourselves*. Her monthly column "Finding the 'Right' Words" is published by Tucson West Publishing. She has also directed and produced a weekly radio program and hosted a television show, both of which were based in her training with Nonviolent Communication. She lives in Tucson, Arizona.



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