

NEDA ANNOUNCES NEW COMMUNICATION EXECUTIVE AND PLANS FOR 2023

Nation's Leading Non-Profit for Eating Disorders Anchors Mission Focus on Educational Resources, Lived Experiences, Community Engagement, and Research

WASHINGTON, DC, USA, January 24, 2023 /EINPresswire.com/ -- The [National Eating Disorders Association \(NEDA\)](https://www.neda.org), the nation's leading nonprofit for eating disorders, today announced Sarah Chase as Vice President of Communication and Marketing. "Sarah has established herself as a superb communicator with a deep

understanding of the unique needs of a national nonprofit leading through change, and brings to this position a wealth of experience in marketing and communications in the health setting. NEDA is experiencing a period of growth and achievement, and Sarah is the ideal choice to

connect with external audiences and enhance our national reputation," said Elizabeth Thompson, NEDA's CEO.

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Sarah Chase, VP of Communication and Marketing, NEDA

“I am grateful for the opportunity to continue advancing NEDA's educational and research mission during this extraordinary time in the organization's history,” Chase said. “As NEDA works to expand our educational resources, bring forward the voices of those with lived experience, deepen our engagement in communities, and drive innovative research, I look forward to helping achieve our shared ambitious goals to transform the lives of individuals and families facing a journey with eating disorders.”

As vice president, Chase will be responsible for NEDA's

overall communications strategy, including branding/co-branding, public relations, web presence, social media, and marketing initiatives.



National Eating Disorders Association

NEDA Logo

“We are kicking off 2023 with the theme Strength through Experience and Knowledge, recognizing that NEDA is the first place people go to for accurate information, responsible resources, support, knowledge, and the hope they need,” added Chase. “NEDA has always been a catalyst for change. Over the last year, the board, staff, and volunteers were making vital improvements and it’s time to bring our message of innovation forward.”

Education, knowledge building and knowledge sharing are at the heart of NEDA's efforts for 2023. The year started with the recent announcement of its large grant from the Grace Holland Cozine Foundation to build the world’s most comprehensive online resource library for eating disorders. The organization will also be launching a new YouTube channel in early March, an expert shelf of content, to share advances in research, build the bridge between research and practice, and to highlight ideas that can change outcomes for individuals and families. Other initiatives include developing social media content with a direct focus on serving younger and increasingly more diverse communities.

NEDA’s Walks, an anchor for the community and volunteer fundraisers, are back to full capacity this year with more than 50 locations already in active volunteer mode. And, [Campus Warriors](#), a new initiative launched with Aerie and supported by KKG, is moving from pilot phase to full launch with more than 90 campuses across the US focused on building awareness and supporting fundraising efforts.

Three new research awards, one in partnership with the Global Fund for Eating Disorders (GFED), will be announced very soon representing investments that reflect NEDA’s commitment to use its funds to identify, fund, and realize actionable, accountable results from promising scientists applying the most innovative advances in science.

NEDA will cap the year with its 22nd Annual Gala in New York City on Tuesday, November 7, 2023. The annual event will be held at Guastavino's at 409 E 59th Street in midtown Manhattan.

For more information about eating disorders and where you can find treatment and help, please visit NEDA’s web site at: www.nationaleatingdisorders.org. If you or someone you know is struggling with an eating disorder, call the National Eating Disorders Association hotline at 1-800-931-2237.



Sarah Chase, NEDA's VP of Communication and Marketing

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About the National Eating Disorders Association

The National Eating Disorders Association (NEDA) is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures and access to quality care. Through our programs and services, NEDA raises awareness, builds communities of support and recovery, funds research and puts essential resources into the hands of those in need. For more information, visit www.nationaleatingdisorders.org.

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