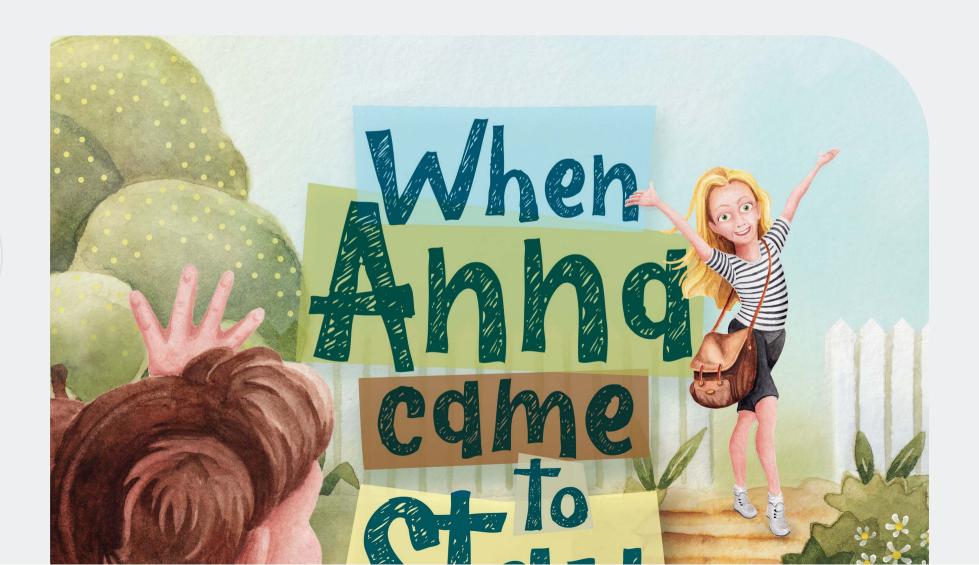


Maddy Tyers - When Anna Came To Stay Publicity Report



Contents

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Highlights	5
PRESS RELEASE	8
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Summary



19

Pieces of Coverage

Total number of online, offline and social clips in this book



541K

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

0)

100M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

o<2

568

Engagements

Combined total of likes, comments and shares on social media platforms



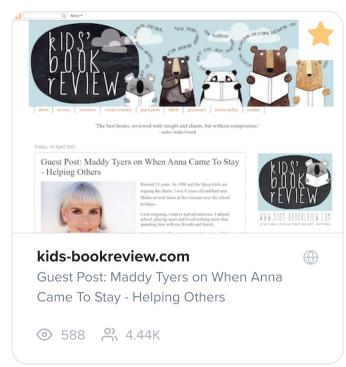
67

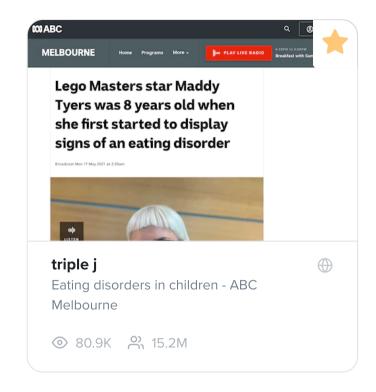
Avg. Domain Authority

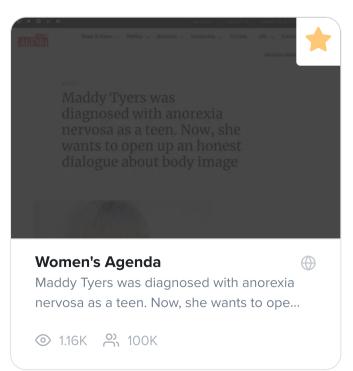
A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

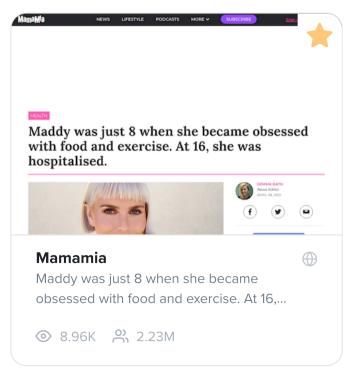
Highlights

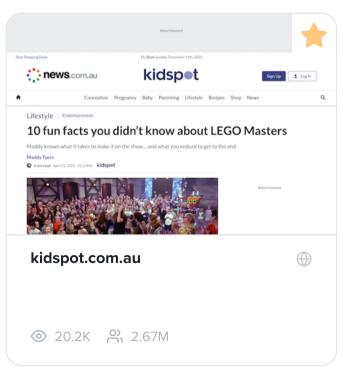














PRESS RELEASE

1 piece of coverage

MEDIA RELEASE

PUBLICATION/EMBARGO DAT

INTERACTIVE PUBLICATIONS ANNOUNCES THE FORTHCOMING PUBLICATION OF



WHEN ANNA CAME TO STAY

BY MADDY TYERS ILLUSTRATED BY SIOBHAN SKIPWORTH

A PICTURE BOOK FOR EDUCATORS, HEALTH PROFESSIONALS AND STUDENTS ON HOW TO IDENTIFY AND ADDRESS THE SIGNS OF AN EATING DISORDER



Everyone deserves to feel comfortable in their own body, but the reality is that at least 1 in 4 young people have serious body image concerns. In fact research shows body dissatisfaction starts in early childhood.

When Anna Came To Stay explores the nature and emergence of eating divorders for a younger audience. As the voice of lived experience, author Maddy Tyers centres the story around May, who is a carefree girl before she begins heeding the advice of her imaginary friend Anna, which turns her world upside down.

"I wanted to share my story of experiencing an eating disorder at a young age because there is so much compelling research that shows the need to address negative body image thinking at all stages, particularly before it takes root." said Maddy.

The book also gives young readers a glimpse into the family dynamics involved when a family member experiences an eating disorder. This highlights the need for family members to be sensitive to the signs of an eating disorder and prepared to provide support during the healing process.

INTERACTIVE PUBLICATIONS/ IP KIDS HARDBACK ISBN: 9781925231779 RRP \$26.00 E-BOOK ISBN: 9781925231786 E-BOOK RRP \$13.00

AIMED AT 6-12 YEARS

"The book will open conversations around eating disorders and how they impact every area of a person's life. Recognising the signs will help schools and families seek help before the disorder progresses further."

- Veronica Chapman, TeachE

WHAT THIS BOOK DOES:

- Opens up conversations around eating disorders and how they impact every area of a person's life.
- Provides a resource for schools and parents to recognise the signs of an eating disorder before it progresses further
- Helps children understand the importance of valuing themselves as a whole person with unique qualities, talents and strengths and that these attributes make you who you are.
- Addresses some of the factors that influence negative body image, disordered eating and the development of eating disorders.
- Introduces the concept of healing and how this process can be different for everyone.
- Encourages young people to celebrate their bodies for what they can do rather than how they look.

For more information contact: Julia Ferracane P: 0424 180 420 E: julia@righteouspr.com.au

1. https://thesector.com.au/2019/12/02/body-image-makes-top-4-list-of-concerns-for-young-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://thespoke.earlychildhoodaustralia.org.au/early-development-body-image-issues-needs-attention/t-people-could-ec-be-the-answer/-2. http://the-people-could-ec-be-the-answer-people-could-ec-be-t

www.righteouspr.com.au



WHEN ANNA CAME TO STAY PR Q A

Maddy Tyers



Most recognisable from her recent appearance on the hit reality TV show Lego Masters Australia, Maddy Tyers is an actor, presenter, children's entertainer, voice-over artist and writer based in Melbourne.

Maddy has appeared in a host of Australian TV series, short films and features including Border Protection Squad, Neighbours, Back In Very Small Business and City Homicide but is best known for her supporting lead role as Amanda Tucci in the hit kid's TV series The Elephant Princess. Broadcast in over 35 countries across the world (nationally onNetwork 10, The Disney Channel and Nickelodeon), The Elephant Princess is a hugely popular children fantasy program that won the 2009 AFI award for the Best Children's Television Drama.

Away from performing, Maddy is passionate aabout sharing her lived experience of an eating disorder and body image positivity with school students and parent groups for the *Butterfly Foundation*. Sharing her experience with young Australians and seeing the impact that it has was the inspiration behind *When Anna Came To Stay*.



Siobhan Skipworth



Siobhan Skipworth is a freelance graphic designer specialising in illustration and is an avid watercolourist and ink artist who sheepishly hides behind the moniker 'Shesasheep'. Since winning a scholarship with the Queensland Art Gallery at age eleven, Siobhan has concentrated her creative efforts into developing a strong and distinctive style, expanding her skillsets and challenging herself with creative endeavours personally and professionally.

Her career spans over 25 years in creative industries practicing in advertising agencies and design studios around Brisbane until becoming a freelancer ten years ago. Siobhan is forever inspired by her loving family; her greatest creation, Erin, whom she is continually learning from, and her devoted and endearing husband, Craig.

(@shesasheep



FOR MORE INFORMATION: https://bit.ly/31003bN TO BUY NOW: https://bit.ly/3jE3mFS TO THE CIRCULAR: https://adobe.ly/31Uj3T4

Published by IP Kids, an imprint of Interactive Publications Pty Ltd, an innovative multi-award publisher.







NOTE: Please include this help seeking advice in all media coverage.

Anyone needing support with eating disorders or body image issues should contact Butterfly Foundation, National Helpline on 1800 33 4673 or support@thebutterflyfoundation.org.au. For urgent support call Lifeline 13 11 14

For more information, please contact: Julia@righteouspr.com.au P: 0424 180 420 E: julia@righteouspr.com.au

www.righteouspr.com.au



Q&A WITH MADDY TYERS



How old were you when you first developed an eating disorder?

I was 8 years old when I first began to develop an unhealthy relationship with food and toxic behaviours around eating. As a high achieving perfectionist, I put a huge amount of pressure on myself and suffered from crippling anxiety at an early age. My food intake and weight obsession gave me the sense of control I craved and at the age of 15 I was medically diagnosed with Anorexia Nervosa.

Why did you write When Ana Came To Stay and what do you hope it will achieve?

'When Anna Came To Stay' is a reflection of my lived experience of an eating disorder as told through the lens of a child. I want this story to be a message of hope and a conversation starter for kids (and their families alike) who may be struggling with body image issues and poor self esteem. My aim in releasing this book is to encourage children to speak up and seek help so they can live their happiest and fullest lives.

What are some of the early signs people can look for?

Some of the Behavioural signs are and obsession with weight loss, dieting, counting calories, fat grams etc. Extreme concern with body size and weight and always pointing out flaw and imperfections in the mirror. Mood swings and discomfort around eating in front of others is also a warning sign to look out for.

Visible weight lost is a big physical sign of an eating disorder but suffered can experience a whole range of things from a physical perspective such as stomach cramps, menstrual irregularities, fainting, dry skin and hair to yellow skin, sleep problems and discolouration of teeth.

What is a common misconception about the disease?

A common misconception about eating disorders is that EDs are a lifestyle choice and only affect girls/women. Eating disorders are in fact a serious mental illness that affect people of all genders and ages. Eating disorders are not a lifestyle choice, a diet gone wrong or a cry for attention. EDs can take on many different forms and drastically interfere with a person's day to day life with potentially fatal outcomes.

What helped you overcome your eating disorder?

A combination of treatment methods helped me on my recovery journey including ongoing treatment with a physiatrist, psychologist, dietician and family therapist. I was also incredibly lucky to have amazing support from my network of family, friends and the Butterfly Foundation.

What can you say to parents, educators and young people today who are struggling with an eating disorder?

The most important advice I can give parents, educators and young people struggling with EDs and negative body image is to speak up and let the people who care about you know that you are struggling. Sometimes voicing your worries can be incredibly overwhelming but as soon as you begin the conversation, the burden will ease and you can begin your road to recovery.

What can you say to those people who are having to watch their loved one go through the struggle who might be feeling

You are not alone. Seeing a loved one struggling with an ED is incredibly hard to deal with but you don't have to go through it by yourself. There are some amazing resources, ED support networks and helplines readily available online for carers that I encourage you to reach out to.

Where can people go to for help?

The Butterfly Foundation is a national charity for all Australians impacted by eating disorders and body image issues, and for the families, friends and communities who support them. Butterfly's support services, treatment and resources, intervention programs and helpline are just a click away.

www.butterfly.org.au

NOTE: Please include this help seeking advice in all media coverage.

Anyone needing support with eating disorders or body image issues should contact Butterfly Foundation, National Helpline on 1800 33 4673 or support@thebutterflyfoundation.org.au. For urgent support call Lifeline 13 11 14 RIGHTEOUS



Coverage

18 pieces of coverage

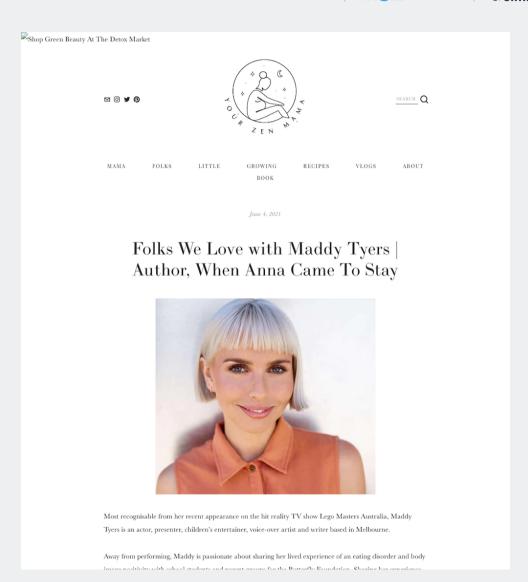


Your Zen Mama

46 Domain Authority Provided by MOZ

3.33K Unique Visits Provided by

SimilarWeb



June 04, 2021 • ⊕ ONLINE

Folks We Love with Maddy Tyers | Author, When Anna Came To Stay — Your Zen...

yourzenmama.com/new-blog/folks-we-lo...

Estimated Views

230 [©]



kids-bookreview.com

Kids' Book Review is a children's literature and book review site working with authors, illustrators and...

42

Domain Authority Provided by

MOZ

4.44K

Unique Visits

Provided by

SimilarWeb



'The best books, reviewed with insight and charm, but without compromise.' - author Jackie French

Friday, 16 April 2021

Guest Post: Maddy Tyers on When Anna Came To Stay - Helping Others



Rewind 23 years. Its 1998 and the Spice Girls are topping the charts. I was 8 years old and had seen Mulan several times at the cinemas over the school

I was outgoing, creative and adventurous. I adored school, playing sport and loved nothing more than spending time with my friends and family.

Despite my confident demeanour, I was incredibly sensitive and hard on myself behind closed doors. A textbook 'perfectionist' some might say.

It was these traits, combined with a series of big life changes and a lack of knowledge at the time about the early warning signs of an eating disorder that triggered the onset of a 15-year battle with anorexia.

Since the late nineties, much has changed in the mental health awareness space but the taboo nature of eating disorders and their seriousness remains. The number of people in Australia with an eating disorder at any given time is estimated to be around 1 million, or

approximately 4% of the population (Deloitte Access Economics, 2015). They are manipulative, debilitating and harmful mental illnesses that are becoming more and more prevalent in younger children. Statistics show that eating disorders can affect people of all ages but are increasingly being diagnosed in those aged 5 years and younger (NEDC, 2017). These figures were one of the main drivers behind penning my very first children's book, When Anna Came To Stay.

In 2017 I was very fortunate to be invited to participate in a 'Lived Experience - Story Telling' workshop run by the Butterfly Foundation. Butterfly were an integral part of my lengthy road to recovery so getting the opportunity to work with them to develop my story and share it with other families was very important to me.















find it here

April 16, 2021 • ⊕ ONLINE



Guest Post: Maddy Tyers on When Anna Came To **Stay - Helping Others**

kids-bookreview.com/2021/04/quest-post...

Estimated Views

588 $^{\circ}$

social engagement





Australian Rural & Regional News

Independent news from across rural and regional
Australia. ARR News features diverse content and media...

25

Domain Authority
Provided by

MOZ

7.73K

Unique Visits

Provided by

Naracoorte

Community News,





Illustrator Siobhan Skipworth is a freelance graphic designer specialising in illustration

and is an avid watercolourist and ink artist who sheepishly hides behind the moniker

July 19, 2021 • ⊕ ONLINE

Review - When Anna Came to Stay I Australian Rural & Regional News

arr.news/2021/07/19/review-when-anna-c...

Estimated Views

2.74K [☉]

Estimated views calculated based on audience size and social engagement

Review - Once Were Wild

Serena Kirby, ARR, News



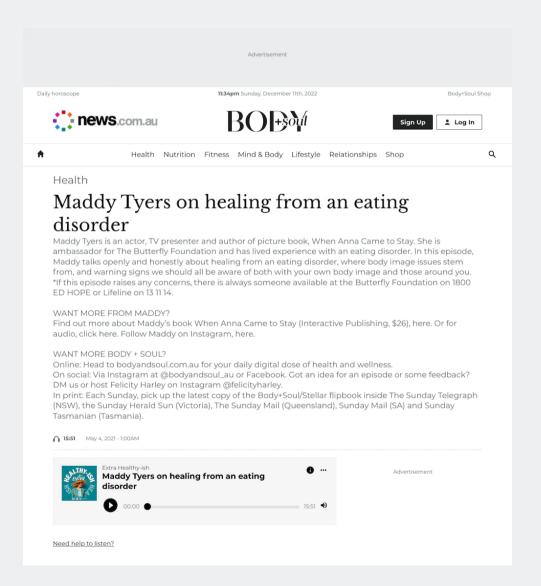
bodyandsoulau

66 **Domain Authority**

Provided by MOZ

859K **Unique Visits** Provided by







bodyandsoul.com.au/health/maddy-tyers-...

Estimated Views

6.56K [⊗]



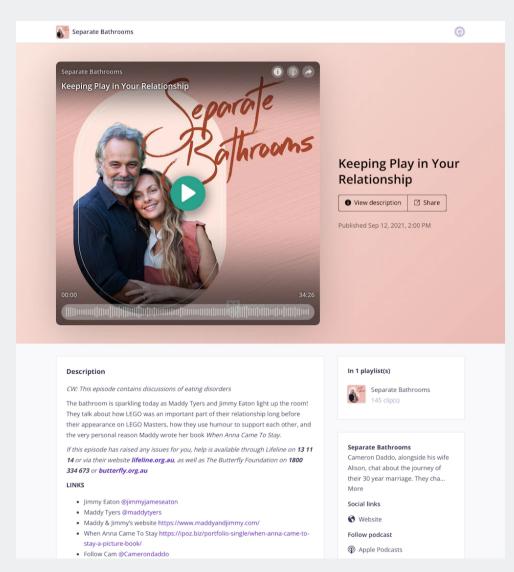
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77 Domain Authority Provided by MOZ

1.12M **Unique Visits** Provided by





ONLINE

Keeping Play in Your Relationship - Separate Bathrooms

omny.fm/shows/separate-bathrooms-and-...

Estimated Views

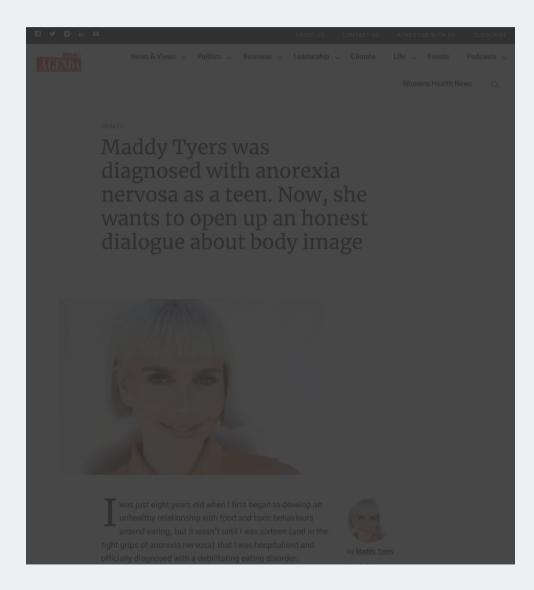
7.2K [⊗]



Women's Agenda

Domain Authority
Provided by

100K
Unique Visits
Provided by
SimilarWeb



May 06, 2021 • ⊕ ONLINE

Maddy Tyers was diagnosed with anorexia nervosa as a teen. Now,...

womensagenda.com.au/life/health/madd...

Estimated Views

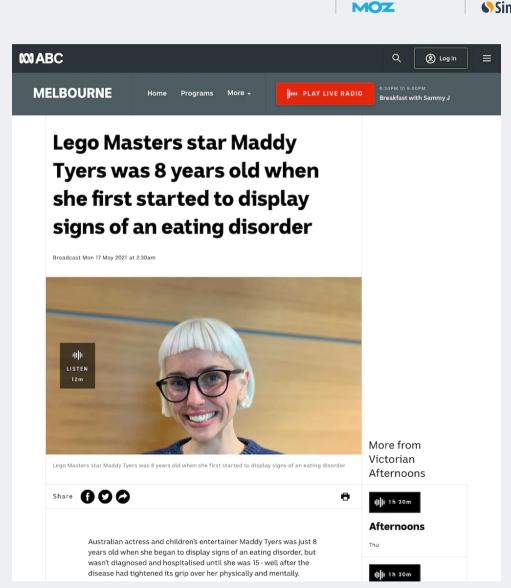
1.16K [⊗]



triple j

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93 Domain Authority Provided by 15.2M
Unique Visits
Provided by
SimilarWeb



May 17, 2021 • ⊕ ONLINE

Eating disorders in children - ABC Melbourne

abc.net.au/melbourne/programs/afternoo...

Estimated Views

80.9K [⊗]



shows.acast.com

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77 **Domain Authority** Provided by

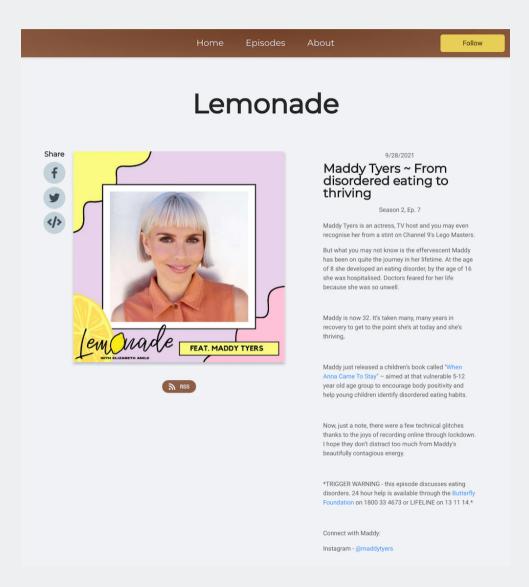
MOZ

1.76M

Unique Visits

Provided by

SimilarWeb



September 28, 2021 • ONLINE



Maddy Tyers ~ From disordered eating to thriving | Lemonade

shows.acast.com/lemonade/episodes/ma...

Estimated Views

10.6K [⊙]

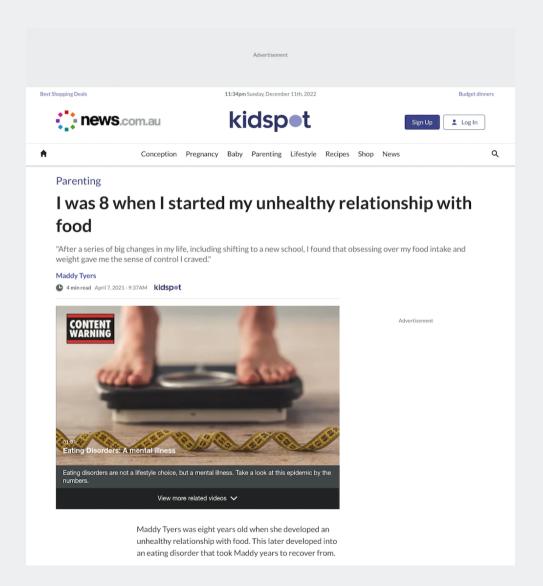


kidspot.com.au

Domain Authority

Provided by

2.67M
Unique Visits
Provided by
SimilarWeb





kidspot.com.au/parenting/real-life/reader-...

Estimated Views

20.2K [⊙]



Traveller

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69Domain Authority

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1.28M

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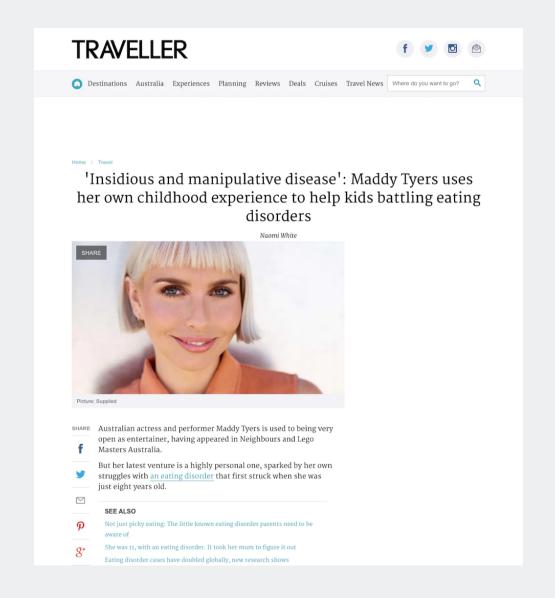


May 12, 2021 • ⊕ ONLINE

traveller.com.au/maddy-tyers-developed-...

Estimated Views

9.73K [☉]





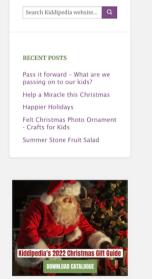
kiddipedia.com.au

29 Domain Authority Provided by MOZ

12.9K **Unique Visits** Provided by **SimilarWeb**







April 07, 2021 • ⊕ ONLINE



Tips for parents supporting a child experiencing negative body image |...

kiddipedia.com.au/tips-for-parents-suppo...

Estimated Views

4.24K [⊘]



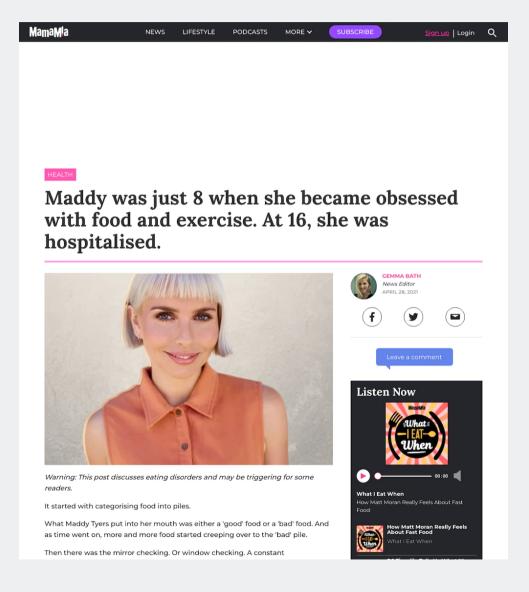
Mamamia

Australia's largest independent women's media group. Read, listen, watch and start the conversation on news,... 84 **Domain Authority** Provided by

MOZ

2.23M **Unique Visits** Provided by

SimilarWeb



April 28, 2021 • ⊕ ONLINE

Maddy was just 8 when she became obsessed with food and exercise. At 16,...

mamamia.com.au/maddy-tyers-eating-dis...

Estimated Views

8.96K [⊙]



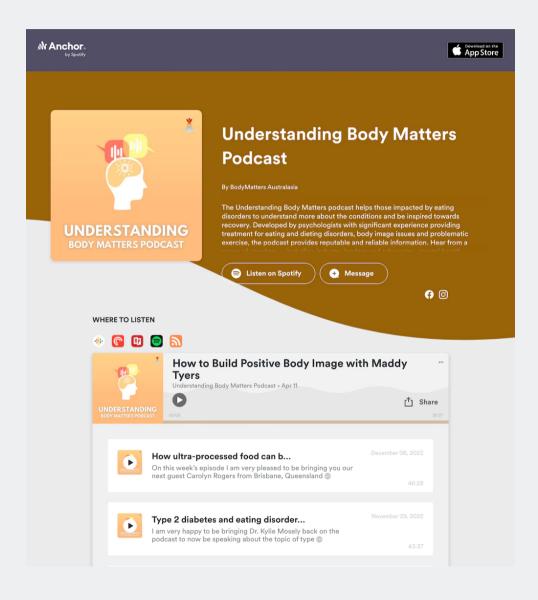
Anchor

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90 **Domain Authority** Provided by MOZ

4.51M **Unique Visits** Provided by





ONLINE

How to Build Positive Body Image with Maddy Tyers by Understanding Body...

anchor.fm/bodymatters/episodes/How-to-...

Estimated Views

13.5K [♥]



celebrity.nine.com.au

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89

Domain Authority
Provided by

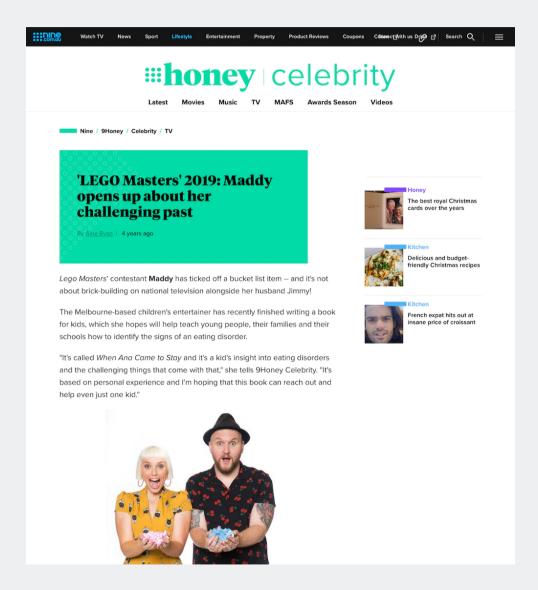
MOZ

959K

Unique Visits

Provided by

SimilarWeb



May 07, 2019 • ⊕ ONLINE

'LEGO Masters' 2019 star Maddy opens up about her challenging past

celebrity.nine.com.au/tv/lego-masters-201...

Estimated Views

5.52K [⊗]



Mail Online

MailOnline - get the latest breaking news, celebrity photos, viral videos, science & tech news, and top storie...

94

Domain Authority

Provided by

69.6M

Unique Visits

Provided by

SimilarWeb



May 06, 2019 • ⊕ ONLINE

Lego Masters' Maddy tells how she risked heart attack at 15-years-old

dailymail.co.uk/tvshowbiz/article-699590...

Estimated Views

339K [©]

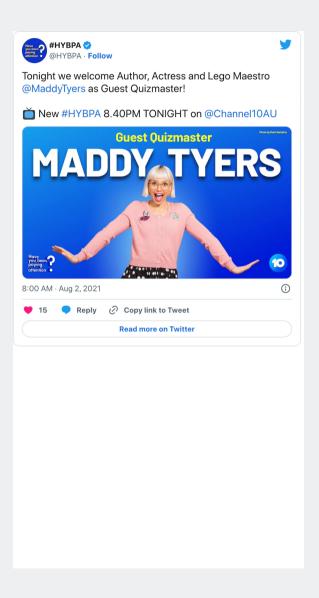
34.6K Followers August 02, 2021 • \$\mathcal{Y}\$ TWITTER

Tweet by @HYBPA

twitter.com/hybpa/status/1422104890944...

Estimated Views

2.05K [⊗]



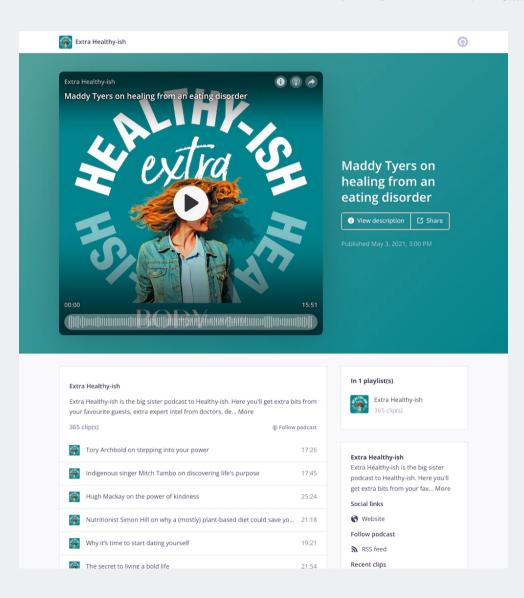


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Maddy Tyers on healing from an eating disorder -Extra Healthy-ish

omny.fm/shows/extra-healthy-ish/maddy-t...

Estimated Views

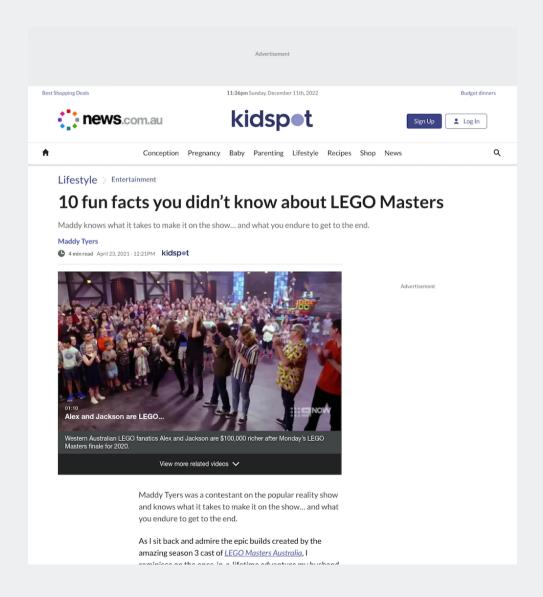
7.2K [⊗]



kidspot.com.au

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2.67M
Unique Visits
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SimilarWeb





kidspot.com.au/lifestyle/entertainment/10...

Estimated Views

20.2K [⊙]