

For immediate release
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Self Esteem & Equality Are Exhausting Today's Woman

International Madly in Love with ME Day™ on Feb 13th gives women the path to trading in the overwhelm, exhaustion and self-criticism for self-love

In today's world, over 30 years since the start of the women's liberation movement, it's hard to argue that women and girls have more opportunity than ever before. They can choose their career, relationships and life paths with far more freedom than previous generations. And while that is great news, today's statistics tell us that how girls and women really feel about themselves hasn't changed nearly enough:

- 1 in 2 women will marry and divorce. 20% in the first 5 years.
- 1 in 3 women will be in an abusive relationship before the age of 20, 80% will go back.
- 75% of women will develop an eating disorder, 20% from bulimia.
- 40% of women are the major breadwinners in their families, 55% still take care of most responsibilities at home, and 68% see a conflict between working and raising a family, and top of all this, women are less happy today than women in the 1970s.

With all the talk and programs about self-esteem, why aren't these numbers changing? Christine Arylo, inspirational catalyst and self-love expert, says it's because self-esteem only takes you so far. "A woman with self-esteem may appear confident and successful, however, if she doesn't have a deep and unwavering sense of self-love, how she feels on the inside about herself is a totally different story. That's why you see seemingly successful women in bad relationships, struggling with eating disorders, or driving themselves to achieve at the cost of everything else. Today's woman knows she can do anything, but she now feels pressured to do everything, perfectly and right now. While we may now be able to claim equality to men, we've created an entirely new jail cell for ourselves in which we can never do, be, have or give enough, although most of us will exhaust ourselves trying to get there."

Arylo says we are having a self-love crisis, one in which women are silently beating themselves up for everything they aren't, and one in which women are still looking for love and acceptance on the outside vs. the inside. "Until we deepen the conversation and start talking about and teaching self-love, this isn't going to change," says Arylo. "We will just keep passing these same self-destructive patterns onto our daughters if we don't break them ourselves."

Arylo's response? The Madly in Love with ME™ movement, a full-fledged international effort she launched in 2009 to inspire and teach women how to fall in love with themselves. The goal? To reclaim the definition of self-love (which is currently defined as 'narcissism' on dictionary.com) and to create a world in which every woman and girl loves herself for exactly who she is, regardless of what she achieves, how she looks or what relationship is or isn't in her life.

About Madly in Love with ME™

There is nothing more powerful, beautiful or free than a woman who truly loves herself.

Kicking off every year with international Madly in Love with ME Day™ on February 13th, the Madly in Love with ME™ movement inspires, dares and guides women and girls around the world to trade in the self-criticism, feelings of un-worthiness, overwhelm and exhaustion for unwavering self-love. With events in cities around the world on February 13th, and a plethora of virtual opportunities women and girls can use to create their own self-love extravaganzas for themselves or their friends, Madly in Love with ME™ is on a mission to reclaim self-love for every woman:

Virtual

A FREE download on our website www.madlyinlovewithme.com. Over 2000 downloaded this Guide to self-love in 2009.



- **ME-Love Starter Guide:** Full of zany, daring and practical ways to start or ramp up your self-love affair.
- **ME-Love Party Girl Guide:** Full of ideas on how to bring your girlfriends together for a party on February 13th, including love adventures, dares and party tips. Invitations and other party needs are easily downloaded.

Events: It's a Self-Luv-a-Pooloza

Five cities will throw experiential events inspiring women and girls to be, love and live themselves.



- **San Francisco, Flagship Event.** A day-long experiential event held at the historic Claremont Hotel & Spa, features some of today's top female teachers, including best selling authors SARK and Marci Shimoff, as well as interactive self-expression experiences. The event will benefit Shakti Rising (www.shaktirising.org)
- **Chicago, Orlando, San Diego, and Sweden.** Using the Madly in Love with ME model developed by Arylo, multiple women's organizations in these five cities have partnered to throw events on Feb 13th.

More Love



- **Self Love Studio, Winter Series:** Following the success of the fall premier of this daring and intimate free tele-series, Arylo will host up close and personal interviews with the best relationship experts of our time, digging deep into their self-love story. A little bit Actor's Studio, a little bit Barbara Walters Special, and a whole lot of sass, soul and heart. Previous guests include Mariel Hemingway, actress, and best selling author, SARK.

- **Marry ME (as in marry yourself!) 13 Steps To Creating Your Special Self-Love Day, the E-Book:**



In this E-Book, Arylo gives women tips, tools and creative ideas to create their very own marriage ceremony with themselves. Part zany, part daring and all proven to work, any woman brave enough to take the plunge with herself can claim to be madly in love with ME.

- **Madly in Love with ME™ Package.** A package full of love to buy as a gift for yourself or to send to a girlfriend who can really use some love. The package includes a signed copy of Arylo's book, the Madly in Love with ME token necklace, a love letter, and a set of Love Dares. <http://www.daretoliveyou.com/shop.htm>



About Christine Arylo



At the age of 30, Christine Arylo, an m.b.a. and rising marketing executive, received a major wake-up call when her fiance' ended their relationship on the car ride to their engagement party, leaving her face to face with the realization that her abundance of self-esteem but lack of self-love almost careened her into a marriage, a career, and a lifestyle she never really wanted.

Today, Arylo uses her marketing expertise from building brands for companies like Gap and Visa, coupled with her extensive leadership and coaching training to help women break free from images they feel so pressured to fit into.

An inspirational catalyst and leading self-love expert for the 21st century woman, Arylo is the author of *Choosing ME before WE, Every Woman's Guide to Life and Love*; founder of Dare to Live You Coaching; the host and voice of Self-Love Studio; and a sought out expert on the topics of love, relationships and the realities and struggles of being a woman in today's world. She continues to be a guest expert for the media, having appeared on E! Entertainment, ABC, FOX, and CBS as well as radio stations, internet shows and blogs around the world.

She lives in the San Francisco Bay Area, with her soul partner Noah and their Siberian Husky.