



FOR IMMEDIATE RELEASE

**'BRUTALLY HONEST' MEMOIR TO LAUNCH ON INTERNATIONAL SELF-ESTEEM DAY**

MARCH 26, 2020—Global—*I Am NOT!* by Rachel Boehm, scheduled for publication on June 26, 2020 (International Self-Esteem Day), is a timely memoir that addresses age-old issues that continue to haunt youth, from bullying and body shaming to the often hidden emotional angst of disordered eating and body dysmorphia.

"The more I try to break in, the more broken I feel," says Boehm in one part of her memoir that early readers have called 'brutally honest' and 'beautifully empowering.'

Boehm's past struggle with body dysmorphia began at a young age and was further exacerbated while living in LA trying to 'break in' as an actor, which led to, "an unhealthy relationship with food." At one point she became dangerously underweight and a frightening incident led her to seek professional help.

"A flawlessly written memoir about the flaws that shape us into our authentic selves, this is a must-read for teen girls, moms of daughters, and any woman who knows the trials and tribulations of becoming her own hero," said Kristen Caldwell a high school library media specialist.

*I Am NOT! – Short description*

*When enough of the world comes at you, telling you you're nothing, you believe. You become what you believe. You become until the pain of becoming is too great to bear. You constantly ask yourself: What if I don't know the answer? What if I'm wrong? What if they know I'm wrong? What if they laugh? What if fearing failure makes you fail? You're faced with a choice. To stay. Or to change. Or to end. If you're lucky, enough love begins seeping through, lighting a path to change.*

*This is the story of I Am NOT!, a memoir of triumph over verbal and emotional abuse, bullying, disordered eating, and societal norms. It's a journey of self-deprecation and the promise of continued growth. An anecdotal warning of the challenges kids, teens, and adults still face today.*

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These days, Boehm's story resonates with so many. As high as 65 percent of American women between the ages of 25 and 45 report having disordered eating behaviors, according to the results of a new survey by SELF Magazine in partnership with the University of North Carolina at Chapel Hill

*I Am NOT!* begins with a spotlight on disordered eating, which is often symptomatic of other struggles.

"As I went through my healing journey, I thought everything I was trying to 'fix' was just about my weight. What I found was that body issues were only one layer," said Boehm. "I hope my book helps others peel the layers and explore some of the underlying issues that cause disordered eating, such as bullying and harassment, that not only happens on the playground but in the workplace as well. Or, being forced into a stereotype where a woman should be flawless or rescued."

"In a society of selfies, filters, and snapshots of real life, Rachel's book is an honest account of the stories we choose to believe and tell ourselves," said Adam Feit, nutrition coach and assistant director of performance nutrition at Precision Nutrition. "Rachel's honesty, vulnerability, and true authenticity in sharing her story are what's missing in today's health, fitness, and nutrition world."

Boehm grew up in Austin, Texas and has lived and worked in Los Angeles, DC, New York and Dubai. Now based in Virginia, she is a whole-health coach and workplace wellness advocate and a Level 2 Executive Consultant for Rodan + Fields. She also teaches at George Washington University in the Milken Institute School of Public Health.

*I Am NOT!* is partner published by OC Publishing and will be available soon for pre-order on all online retail outlets and in bookstores. For more information visit:

[www.ocpublishing.ca/rachel-boehm.html](http://www.ocpublishing.ca/rachel-boehm.html) or join the author on social media at:

<https://twitter.com/RachelBoehm>,

[www.instagram.com/rachelrboehm/](http://www.instagram.com/rachelrboehm/) and [www.linkedin.com/in/rachelboehm](http://www.linkedin.com/in/rachelboehm)

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*Note: Advance review copies are available on request in both print and electronic versions.*

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