# Rebrand marks fresh new chapter for eating disorder charity

**Monday 7 March, 2022**

Anorexia and Bulimia Care, a national charity providing personalised support to people affected by eating disorders, has relaunched as Talk ED after 32 years.

The new name and visual identity, aims to stay true to its core purpose and values, whilst being inclusive of all eating disorders.

The rebrand follows extensive stakeholder research which highlighted the need for greater awareness of its services and clarity to help people understand who the charity supports and how it can help. The name Anorexia and Bulimia Care was seen as a barrier to those affected by eating disorders other than anorexia and bulimia (the only recognised eating disorders at the time the charity was founded.

Joanne Byrne, Talk ED's Chief Executive said:

"Over the past 32 years, the Anorexia and Bulimia Care has supported hundreds of thousands of people facing an eating disorder, and their loved ones. We are immensely proud of this, but we know our charity must evolve to continually improve our support services and reach the people that need us. We have developed a strong, unique brand that tells people who we are and what we do in an engaging way. We pride ourselves on our warm, personal and inclusive approach to supporting anyone affected by any eating disorders, and our name and brand now aligns with this.

Our focus throughout this work has been on increasing Talk ED's relevance and ensuring that anyone who needs us can access our support. In turn, we hope that more people will be inspired to support Talk ED. Strengthening our brand is an important way for us to make a difference to many more people affected by eating disorders in the UK."

Alongside the new name, a refreshed visual identity and website (www.talk-ed.org.uk) has been designed by JG Creative, a Cheshire-based agency specialising in design and communications for the charity sector.

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