

## **Trajectory and Tri Delta Collaborate on Viral Video Campaign for 'Fat Talk Free™ Week'**

*By Eric Brody, Trajectory President*

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*The global initiative promotes healthy body image and positive change among women. It was introduced in 2008 by Tri Delta, as the world's first college-based, peer-led eating disorders and prevention program shown to increase body satisfaction*

MORRISTOWN, NJ – Trajectory, a brand development and marketing firm, has been chosen by Delta Delta Delta, a leader among social Greek organizations, to create a viral video campaign exposing the damaging effects of ‘fat talk’ on women of all ages and their endless pursuit of the ‘thin ideal’. Fat Talk Free™ Week was introduced in 2008 by Tri Delta as part of the official launch of Reflections, the world’s first college-based, peer-led eating disorders education and prevention program shown to increase body satisfaction.

“Negative body image is a far-reaching issue in today’s world and it affects people we all know and love,” said Randi Brody, executive vice president/partner at Trajectory. “We’re honored to be part of this important initiative to change perceptions and help women realize their true inner beauty and strength.”

The video will kick-off a 5-day public awareness effort October 19-23, 2009 and will be promoted through a variety of grassroots and social media efforts throughout the year. The mantra of “friends don’t let friends fat talk” encourages women to consider how words can perpetuate negative body image issues and to band together to end fat talk by sharing the video with those they care about. Viewers will be directed to a dedicated microsite that provides more information and interactive tools relating to Fat Talk Free™ Week and the Reflections program. It will also provide resources for individual college campuses to join the cause.

“We have complete confidence that the Trajectory team will create a powerful, original and attention-grabbing viral video campaign that would help us spread our message of positive body activism,” said Stacy Gillard, Director of Marketing, Tri Delta. “Together, we can reach countless women and girls to help them learn to love their bodies and to raise important awareness about the healthy ideal.”

### About Trajectory

Founded in 1999 and based in Morristown, New Jersey, Trajectory ([www.trajectory4brands.com](http://www.trajectory4brands.com)) is an integrated brand development and marketing firm that energizes brands to deliver business results – creating new competitive spaces, greater value for customers and deeper connections among employees. The company works across a range of industries and company types, from start-up to Fortune 500, consumer to B2B. For more information, contact Eric Brody, President, Trajectory, 973-292-1400, x201 or [eb@trajectory4brands.com](mailto:eb@trajectory4brands.com) or visit [www.trajectory4brands.com](http://www.trajectory4brands.com).

### About Tri Delta

Founded in 1888, Tri Delta is a leader among social Greek organizations through its passion for progress and visionary thinking. Its unique and innovative chapter programs have focused on developing each member into a well-rounded, successful woman. The Center for Living, Learning & Leading continues Tri Delta’s long-standing tradition by sponsoring programs & campaigns that empower women to broaden their moral and intellectual life, to develop their leadership skills and abilities and to prepare them for success now and in the future.

Through partnerships with nationally recognized organizations like St. Jude Children's Research Hospital, award-winning publications like The Trident, and innovative collegiate and alumnae initiatives, Tri Delta is committed to leveraging its timeless values to revitalize the sorority experience. For more information, please visit [www.tridelta.org](http://www.tridelta.org) or call 817-633-8001.

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Email [Click to email author](#)  
Phone 973-292-1400  
Fax 973-292-8580  
Address 20 Community Place  
City/Town Morristown  
State/Province New Jersey  
Zip 07960  
Country United States