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## **HUNGRY HEART PROGRAM BRINGS A CARING APPROACH TO OUT OF CONTROL EATING TO PINELLAS COUNTY**

### ***Innovative Methods Provide Long-Term Solution for Weight Issues***

**SAINT PETERSBURG, FL** - The Hungry Heart program, a multi-faceted personalized approach to weight loss that combines behavioral and nutritional counseling with hypnosis, is pleased to announce the opening of a new location in SAINT PETERSBURG, FLORIDA serving all of Pinellas and Hillsborough counties.

The foundation of the program is an 8-session system of one-on-one meetings with a trained counselor who helps identify and address each client's unique needs; and provides guidance, support and solutions to the emotional triggers and issues which often are the source of binge-eating.

"I remember when food and diets were in control and I felt powerless to overcome the endless cycle," said Andrea Crouch, the hypnotherapist/nutritional counselor who will be spearheading the Saint Petersburg office. "However, after experiencing the power of the Hungry Heart personally, I want to help others regain control of their lives in the same way." Crouch has brought the Hungry Heart location to Saint Petersburg in 2006 after receiving her training at the California location and has already successfully assisted many Hungry Heart clients in overcoming their issues with food.

The one-hour personal counseling sessions focus on teaching clients new ways to handle life's challenges without turning to food for comfort or solution. The sessions include hypnosis, written resources and "homework" to help keep clients focused on their goals and overcome their destructive habits so they can let go of their excess weight naturally and permanently.

"We address a multitude of issues with our program," Crouch noted. "Whether it's yo-yo dieting, binge-eating or poor body image issues, we can help people find a permanent solution."

The 8-session course is also available on CD.

The Hungry Heart also offers an online support program, which includes monthly teleconference group support calls; and a resource guide with nutritional information, healthy recipes and problem-solving techniques to handle a variety of life's challenges.

Founder Lauren Grant, who is a certified hypnotherapist and nutritional counselor, established the program in Orange County, California in 1996 in response to her own battle with compulsive over-eating, bingeing and extreme dieting and exercise.

"I spent years gaining and losing weight while I tried every diet, club, group, doctor, therapy and book available," Grant said. "I felt there was no program out there to truly help people overcome this painful experience, so I took it upon myself to create a program that would provide a permanent approach to those with food and body image issues.

"Andrea is a remarkable, insightful counselor whose warmth, compassion and dedication make her the perfect person to bring this program to Saint Petersburg," Grant added.

Andrea's office is located at 9675 4<sup>th</sup> Street North in Saint Petersburg, FL 33703. She is available, by appointment, Mondays through Fridays; and can accommodate all scheduling needs.

Since its inception in 1996, the Hungry Heart program has provided a guilt-free, discreet environment where clients can heal their relationship with food and move toward a more rewarding and satisfying life. They have locations in Carlsbad, Irvine and Rancho Cucamonga California; Washington, Oregon, Colorado, Virginia and Florida.

For more information about the Hungry Heart program, please call Andrea Crouch at

877- 486 - 4797 ext. 307; email: [andreacrouch@hungryheart.org](mailto:andreacrouch@hungryheart.org); or visit: [www.hungryheart.org](http://www.hungryheart.org).