

Lucinda Price aka 'Froomes'

Author, comedian, broadcaster & InsideOut eClinic ambassador who overcame binge eating disorder using the InsideOut eClinic, **SYDNEY**

Lucinda Price aka 'Froomes' is an Australian creative force – a bestselling author, comedian, MC, broadcaster, and internet personality.

Sydney-based Lucinda commenced her media career in 2015. By 2016, she had secured a role at Pedestrian TV, where she spent the ensuing four-and-a-half years working as a writer, presenter, and video producer.

It was here, working full-time as the health and fitness editor at Pedestrian at just 21 years old that her relationship with food and body image began to shift into unhealthy patterns. The fast-paced environment, combined with constant exposure to diet culture and fitness routines, significantly impacted her well-being, eventually resulting in binge eating disorder.

In an effort to regain control, Lucinda began exercising excessively and restricting food, believing she had to "earn meals." These disordered behaviours led to a significant drop in body weight. Comments from peers reinforced her patterns, which eventually developed into anorexia nervosa and bulimia nervosa.

She struggled with the symptoms of her eating disorders, along with the mental and social toll they took, including the loss of friendships, for over four years before seeking help in 2020. Like many Australians facing similar challenges, Lucinda encountered long wait times to access the support she urgently needed. One specialist she couldn't get in to see suggested she explore the Binge Eating eTherapy (BEeT) program by the InsideOut Institute, which offers flexible, self-paced programs for binge eating and bulimia nervosa, and she became one of the very first participants in its initial trial.

"During the 12-week program, my approach to food shifted dramatically. It felt like I was both the subject and the witness, observing changes in my behaviour and thinking patterns."

"When I finished the program, I felt completely different. I was lucky to have found the trial. It played a huge role in rewiring my brain," said Lucinda.



Now in a stable phase of recovery, Lucinda is the proud owner of her own company, FROOMESWORLD, which specialises in scripting, producing, presenting, and editing original content across various media platforms.

Through FROOMESWORLD, Lucinda has built a strong following and gained national recognition for her work, including an AACTA nomination for Best Digital Creator in 2022.

She is now the proud author of her debut novel, *All I Ever Wanted Was to Be Hot*, a sharp and witty memoir that explores her personal struggles with beauty, self-worth, and living with an eating disorder in a world obsessed with image.

Now seven years into recovery, Lucinda is using her experience for good. She has chosen to serve as an ambassador for the InsideOut Institute's eClinic – Australia's first free, fully online, national treatment hub for eating disorders. It offers flexible, self-paced programs, including BEeT for binge eating and bulimia nervosa, SkilledED for a wider range of eating disorder symptoms, SupportedED for carers, and a Healthcare Professionals (HCP) Hub. By removing traditional barriers to care, the eClinic ensures patient access to vital support when they need it most, regardless of their postcode, socio-economic status, or cultural background.

"I used to spend all day, every day, thinking about food. Now, that mental space has been replaced with this feeling that I can't believe how different and happy I feel," said Lucinda.

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To organise an interview with Lucinda Price, please contact:

Kirsten Bruce or Sam Jacobs, VIVA! Communications:

M 0401 717 566 | 0422 654 404

T 02 9968 3741 | 1604

E kirstenbruce@vivacommunications.com.au | sam@vivacommunications.com.au