



FOR IMMEDIATE RELEASE

Imagination Yoga® Transitions Kids Back-to-School

Children Learn Regulation Skills and Breathing Techniques to Handle Stress

Portland, OR - August 2013 — It's back to school for many of the 561,000 Oregon's public elementary school students. With the excitement of a new year comes the opposite emotion as well including anxiety of the unknown.

Childhood stress is rising. Beyond the common school fears such as schoolwork, social issues, extracurricular pressures, and teacher expectations, there are modern day concerns including extreme bullying, economic divergence based on technology, and violence in America's school.

The American Psychological Association notes that some stress can be positive in that it provides the energy to tackle a big test, for example. However, too much stress can create unnecessary hardship and challenge. Kids sometimes react with socially unacceptable behavior because they may find it difficult to recognize and verbalize when they are experiencing stress.

"Yoga can help with the stressful transition of going back to school by allowing a peaceful time to listen and understand their emotions as well as learning breathing and relaxation techniques that aid in self-calming. We also include a kindness curriculum that helps end the teasing and meanness that is rampant in the early years of schooling.", says Jessica McClintic, founder of Imagination Yoga, the leading kids yoga program in the Pacific Northwest.

Starting kids off early with yoga helps them develop skills to manage stress, relax, and improve concentration and self-esteem. Other benefits of yoga include increasing attention span and focus, building kindness and respect for themselves and others, and developing self-control and positive self-talk. This in turn benefits each child beyond the mat; these skills are found to have positive effects in the classroom.

Imagination Yoga advocated yoga for all children including those with special

needs such as attention deficit issues or who are on the autism spectrum. Imagination Yoga teaches strategies that help regulate emotions and encourage self-calming in stressful situations.

Imagination Yoga is proud to be taught in over 100 schools in the Portland Metro area. Additionally this Fall, they are conducting a variety of workshops for adults dedicated to bringing yoga, love and light into the lives of children. “We hope to bring a little peace into the back-to-school transition for kids as well as their families.”, Jessica McClintic commented.

About Imagination Yoga

Imagination Yoga is a movement, a platform to inspire real change in the lives of our children. Not only is it a fun and effective yoga class for kids (ages 2-12) it is also our opportunity to teach them concepts like; compassion, concentration, relaxation and something we call being ‘Boldly kind’.

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