

FOR IMMEDIATE RELEASE:

Award-Winning Canadian Author Uses Internet Technology Combined with Yoga To Fight Childhood Obesity

Janet Williams Urges Parents To Use Technology With Their Children To Win The Battle, Not Exacerbate The Problem

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Twitter: Using technology & yoga to fight obesity in children #ChildhoodObesity www.ChildrensYogaBooks.com/Media



Researchers over the last decade have demonstrated that yoga has many health benefits, including reducing stress, anxiety, and even helping with weight loss. A study done by Alan Kristal at the Fred Hutchinson Cancer Research Center in Seattle led a trial involving 15,500 healthy people. The research showed that those people who practiced yoga, who were overweight to start with, lost about 5 pounds during the period, compared with those not practicing yoga who gained 14 pounds. Award-winning author Janet Williams is using this knowledge to help fight childhood obesity, using the very technology that has captivated children and has been a part of the problem.

Children's Yoga Books announces that the DVD based on the award-winning book "What I See, I Can Be: A Guided Yoga Flow For Children" is launching on MyYogaOnline's streaming video on demand service on September 21, 2011.

Now busy parents can have an affordable, convenient, private children's yoga class anytime, anywhere based on Janet Williams' award-winning storybook.

"We have to use everything in our arsenal to fight the scourge of obesity. According to the Kaiser Family Foundation, our children are packing almost 11 hours of media consumption into 7 ½ hours a day, due to media multi-tasking. That is more time than they spend in school. This inactivity is wreaking havoc on their health and the solution is so simple. We have to help them eat better, and move more. But we have to make it easy for parents, fun for the kids and in a format that they want", says Canadian author Janet Williams.

"Technology is a part of our lives, like it or not, but we can either sit back and allow the technology to be a threat to their health, or we can be creative and use it to help establish healthy habits. If we regularly spend 30 minutes as a family doing a fun online yoga practice, I am sure that parents will see a dramatic improvement in attention spans, sleeping patterns, and mind-body awareness. Children who learn how to become more aware of their breath, body, mind and emotions, will lay the foundation for healthier ways to deal with stress, and will be more capable of establishing healthier eating and exercising habits", says Williams, who is both a certified Primary School Teacher and a sought after Children's Yoga Instructor.

The MyYogaOnline platform is convenient for busy parents, who may not be able to drive kids to a yoga studio. The service is very easy to use and affordable, at less than \$10/month.

According to Janet Williams, "Parents and teachers tell me that they need all the support they can get in the battle against childhood obesity. Keeping kids active and healthy is a challenge because we need the courage, wisdom and the will to choose activities and foods that are not only good for our children, but are good for us. We must lead by example and show how to stay healthy in heart, mind, body, and soul. The good news is that being healthy feels great, and that feeds into more powerful, positive choices and activities."

About Janet Williams:

Janet Williams is a certified Primary School Teacher (B.Ed) and a Registered Yoga Instructor (RYT) and author of the book "What I See, I Can Be". The award-winning picture book and audio CD combines yoga, fitness, and fun. It allows parents or teacher to guide children ages 2 – 9 through a yoga workout in a story format, encouraging them to use their imagination as they create yoga poses from things they see in the world around them. The book and resources are child-centered and designed to encourage children to feel self-empowered, as they learn from the characters illustrated in the book. The book is printed in Canada on FSC Certified, Environmentally Friendly Paper.

For more information about this topic, or to schedule an interview with Janet Williams, please contact:

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