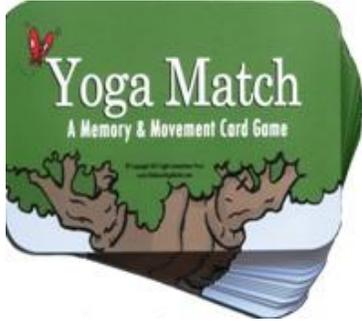


FOR IMMEDIATE RELEASE:

Parents and Teachers, Start the New Year Off On The Right Foot With Your Children *And Then Switch Over To The Left Foot!*

Toronto, Ontario, Canada / December 21, 2011

Twitter: Parents & Teachers use #YogaMatch a fun game to fight #ChildhoodObesity www.ChildrensYogaBooks.com/Media



Many families are putting fitness first on their New Year's Resolution List this year. Parents are concerned about their children's future health and are seeking creative solutions.

Janet Williams, author of the award-winning book "*What I See, I Can Be: A Guided Flow For Children*", is launching *Yoga Match: A Memory & Movement Card Game*, an innovative game for families and classrooms.

Obesity rates in children have almost tripled in the last 25 years, and right now, more than half of all adults and more than a third of all children are overweight or obese. This is such an epidemic that US President Barack Obama has stated, "This dramatic rise threatens to have far-reaching, long-term effects on our children's health, livelihoods, and futures. Without major changes, many children will develop Type 2 diabetes, and other obesity-related problems like heart disease, high blood pressure, cancer, and asthma."

This holiday season more electronic devices for children have been sold than ever before, and according to the Kaiser Family Foundation, less than half of children have rules about media consumption at home.

"These converge to make a killer combination", says Janet Williams. "We have to get our kids moving! Electronic devices are designed to keep our kids glued to them, so we have to be creative about encouraging kids to be more active, and adults have to take an active role also."

"We have to model the behaviour we want our children to adopt. Instead of getting toys to move, play games that get kids to move. No batteries are required here! With *Yoga Match*, we have developed a very simple solution to a serious problem", says Williams, who is both a certified Primary School Teacher and a sought after Children's Yoga Instructor. It is great for the classroom or the living room, and offers a new twist on the fun card game, Concentration. It also has the benefit of sharpening minds, as children improve their physical fitness.

Yoga Match: A Memory & Movement Card Game, is based on the characters in the award-winning book, "*What I See, I Can Be*", and contains 30 cards of 15 Yoga poses. Children have fun doing Yoga as they try to remember where the matching cards are, exercising their bodies and minds as they play. The game can be played as individuals or in teams of 2 for a total of up to 8 players. Of course, there are many other uses for the cards, including having children create Yoga Flows based on any sequence of poses, which the group can then follow. To get this game for your family or class, visit www.ChildrensYogaBooks.com

"If we regularly spend 30 minutes as a family playing *Yoga Match*, or doing a fun Yoga Flow with the cards, 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.

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*" and creator of *Yoga Match* and other Yoga Resources designed for parents, teachers, and caregivers. Her Yoga Resources combine Yoga, fitness, and fun and allow parents or teachers to guide children ages 2 – 9 through Yoga workouts. The resources are child-centered and designed to encourage children to feel self-empowered, as they learn the Yoga Poses. The Yoga Resources are created in Canada and printed on FSC Certified, Environmentally Friendly Paper.

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