



hyp-yoga

2008 press kit

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[a message from carly](#)

[about hyp-yoga](#)

[about the founders](#)

[facts](#)

[news and angles](#)

[suggested questions](#)

[sampling of media coverage](#)

[photos](#)



a message from carly

Hello! Thank you for spending your time getting to know us. Hyp-Yoga was created because of the need we all have to connect our actual behaviors and thoughts to our desires and goals. We call this “conscious living with subconscious help.”

We have seen so many wonderful changes in students and teachers lives through the power of Hyp-Yoga's unique combination of yoga, hypnosis, visualization and affirmation. These students and teachers have created such a Hyp-Yoga buzz that our local media also caught on quick. We have been

on the front page of the Omaha World Heard's Business Section, featured in full spreads in regional magazines and city weekly publications, quoted as experts in many print, online and TV reports and featured on three major news networks local news shows.

Kim, Becky and I, the three founders of Hyp-Yoga, have made it our lives passion to reach out to as many people as possible to share our Hyp-Yoga story and start them writing their story. There is nothing else on the market like Hyp-Yoga, and we would love to help you in keeping your customers up-to-date, inspired and loyal subscribers by sharing with them ways they can improve their lives with Hyp-Yoga.

Kind Regards,

Carly Cummings

Creator, Co-Founder & Master Instructor
Hyp-Yoga Inc.

about hyp-yoga

Hyp-Yoga is a natural, effective way to change your mind and change your body.

Hyp-Yoga is the evolution of mind-body fitness that guides students through the journey of reaching goals while staying balanced and in the present moment. Yoga is a powerful tool that allows its participants to reconnect with themselves and to rejuvenate. Hyp-Yoga takes participants another step into this natural process by connecting what our mind wants with our actual behaviors.

Whether students are working on specific goals (such as releasing stress or eating healthier) or just wanting to reach a younger, happier self, Hyp-Yoga's unique combination of yoga and hypnosis can guide them to results quicker.

Hyp-Yoga works because it taps into the power of your subconscious mind, that part of your mind that keeps working even when you are not thinking about it. The subconscious regulates your metabolism, keeps your heart beating and stores all of your autonomic processes such as walking, breathing and driving. It also is the store house for your memories and your emotions. When students learn how to open up this part of the mind for helpful and beneficial suggestions, there is so much potential for behavior change.

about the founders



Kimberly Isherwood (45), Carly Cummings (25) & Rebecca Grabner (54)
Hyp-Yoga® Inc. Founders

Carly Cummings is a Yoga Alliance Registered Yoga Teacher who started Hyp-Yoga as an answer to the needs of her clients. As a Certified Hypnotherapist and NLP Practitioner, Carly would regularly see clients for weight loss. Although her clients were typically successful, she noticed that the hardest connection for them to make was trying to create a new vision of their perfect selves in their minds, while they struggled to move in their current bodies.

Carly had been a yoga instructor since 2001 and while discussing this missing connection with her mom and long-time yogi, Becky Grabner, they came up with the idea for Hyp-Yoga - a practice in total mind/body connection, not only consciously, but also subconsciously through hypnosis. Carly is a Master Hyp-Yoga Instructor and CEO of the company.

Becky Grabner has been practicing yoga for over 30 years and teaching since 2001. She has raised two yoga teacher daughters, Carly and Meagan. Becky is also a Certified Hypnotist and Master Hyp-Yoga Instructor. Becky is also in charge of the vision and development for di-still-ation, Hyp-Yoga's sister company that reaches out to churches and spiritual organizations.

Kimberly Isherwood is a Registered Nurse who has been in the health industry for over 25 years along side her husband Dr. Ryan Isherwood, M.D. Kim is also a Master Hyp-Yoga Instructor and Certified Hypnotherapist, and she heads up Hyp-Yoga's prenatal and medical specialties.

Together, Kim, Carly and Becky, span three distinct generations which makes them accessible to many different people on many different life journeys. All three are excellent speakers, motivators and Hyp-Yoga Instructors.

facts

- Hyp-Yoga was created in January 2007 by Carly Cummings and founded as a corporation shortly after with Kimberly Isherwood and Rebecca Grabner.
- Hyp-Yoga has been featured in newspapers, magazines and news shows as the media and new students become even more excited about the program.
- Hyp-Yoga is available to the general public through the Hyp-Yoga Weight Loss DVD program available at www.hyp-yoga.com.
- Hyp-Yoga is available for licensing to yoga studios and clubs who want to be trained in teaching Hyp-Yoga and offering it to their students.
- Hyp-Yoga started in Omaha, NE and keeps its national headquarters and training facility there at the Omaha Yoga School, est. 1977 and owned by Hyp-Yoga Inc.
- Students can petition to have Hyp-Yoga come to their city with www.hyp-yoga.com's "Bring Hyp-Yoga to My City" Program.

news and angles

- **Conscious Living with Subconscious Help:** Healthy Living & Weight Loss with Hyp-Yoga
- **Yoga Education:** Hyp-Yoga Licensing offers instructors a way to expand their knowledge
- **Yoga Business:** Studios need to find ways to differentiate themselves as the market matures and the economy tightens
- **Women & Business:** Carly (25), Kim (45) and Becky (54) - Three generations of women working together to realize their dream and help others
- **Capturing Youth:** How Hyp-Yoga can keep you young and vibrant
- **Pre-natal Hyp-Yoga:** Subconscious help for the conscious journey through pregnancy
- **The Power of Thoughts:** How Hyp-Yoga can change your negative thought patterns



sampling of media coverage

Hyp-Yoga on Fox 42 News - Women Matter, Sept. 2007

http://kptm.com/Global/story.asp?S=7134771&nav=menu606_24_1_2

Hyp-Yoga on Local CBS - "On Opera" Segment - Stopping Smoking with Hypnosis, Jan. 2008

<http://www.action3news.com/Global/story.asp?s=7756356>

Hyp-Yoga Featured in Nebraska Magazine, Spring 2008

Hyp-Yoga & the Omaha Yoga School Re-Opening Party Featured on 6-2 NBC, Oct. 2007

Hyp-Yoga's Kim Isherwood Speaks on Hyp-Yoga and aging in ONE Magazine, Dec. 2007

Hyp-Yoga in the Omaha World Herald, March 18th, 2008

http://www.omaha.com/index.php?u_page=1208&u_sid=10286071

Hyp-Yoga in The Reader, April 3, 2008

http://thereader.com/lifestyle.php?subaction=showfull&id=1207168278&archive=&start_from=&ucat=13&

photos

For high resolution photos please email carly@hyp-yoga.com or visit

<http://picasaweb.google.com/hypyoga/HypYoga/photo#5186941165862233890>

