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FOR IMMEDIATE RELEASE

“Local Yoga Company in National Fitness Magazine - SELF”



OMAHA, NE, July 22 – Omaha's own Hyp-Yoga Inc. has made the national spotlight in August's SELF magazine. You can find Hyp-Yoga in the “Fitness Flash” on page 68 of the August, 2009, issue. This section highlight's Hyp-Yoga's Weight Loss Program.

SELF Magazine focuses on well-being, merging beauty and health, fitness and nutrition, and happiness and personal style together in one package. The magazine claims over 6 million readers in the United States and reaches out to mostly women with a median age of 35.

Carly Cummings, President of Hyp-Yoga Inc. had this to say, “We are very excited that Hyp-Yoga is being introduced to the rest of the country this month. Ever since the SELF August issue came out, just a few days ago, we have been overwhelmed with responses! Omaha has been such a great city to develop and grow our Hyp-Yoga programs, and we are so grateful to have this city behind us as we continue to grow nationally.”

Hyp-Yoga is a blend of mind/body tools such as yoga, hypnosis, visualization and affirmation techniques that lead students to their goals such as weight loss and living healthy, full lives. Hyp-Yoga offers live Hyp-Yoga Weight Loss classes in studios in Omaha and across the US through licensing and training instructors.

Hyp-Yoga owns the Omaha Yoga School which has been offering yoga classes since 1977 and is Omaha's oldest yoga institution. The Fall Session Hyp-Yoga Weight Loss Classes begin the week of August 16, and registration is available online at [www.omahayogaschool.com](http://www.omahayogaschool.com). The company also has a Weight Loss DVD Program available online at [www.hyp-yoga.com](http://www.hyp-yoga.com) for \$40.

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