

Contact: Heather Fralick, CCHt.
Denver Hypnotherapy & Energy Medicine
1805 S. Bellaire, Ste. 530
Denver, CO 80222
Telephone: (720) 208-6695
Email: heather@hypnosisbyheather.com
www.hypnosisbyheather.com

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FOR IMMEDIATE RELEASE

Back-to-School Blues

Parents: Starting school season doesn't have to be stressful...

(Denver, CO) For many families in the metro-Denver area, it's time for kids to head back to school. But after the lazy days of summer, the change of routine can feel like an overwhelming disruption to family life. Parents, if you're tired of feeling run-over by the back-to-school craze, it's time to try a new stress-busting technique: hypnotherapy.

With summer winding down and the school season ramping up, families are making major schedule adjustments. Back-to-school means getting up earlier, fixing lunches, organizing backpacks and carpools, extracurricular activities, and nightly homework routines. Along with the logistics comes the more subtle stuff, like a fear of the unknown. Will I like my child's new teacher or school? Will my child fit in and make friends?

"Any kind of transition in our day-to-day lives is bound to bring some stress with it," says Ms. Heather Fralick, CCHt. "While a certain level of stress in life is normal and inevitable, it's important that we learn how to manage it. Hypnotherapy is an extremely effective tool for not only reducing stress levels, but for helping us identify our personal triggers for anxiety."

In addition to altering lifelong beliefs and reaction patterns, hypnotherapy works by reducing blood pressure, muscle tension and lowering the production of stress hormones. Long accepted as a therapeutic tool by the American Medical Association and the American Psychiatric Association, hypnotherapy is becoming a popular treatment for anxiety and stress-related issues.

"In the autumn, many parents find that their to-do lists get longer while their days just get shorter," Ms. Fralick adds. "Hypnotherapy can help parents by teaching them how to quiet the busy conscious mind and 're-program' it with healthy reactions to stressful situations," explains Ms. Fralick.

About Ms. Fralick, CCHt.: Ms. Fralick is a certified hypnotherapist with the highest level of training from the Colorado School of Counseling Hypnotherapy and a BA in Psychology. She has extensive experience in the non-profit sector helping people in the community. Ms. Fralick is a member of the Colorado Association of Psychotherapists, International Medical and Dental Hypnotherapy Association, and the American Council of Hypnotist Examiners. She is available for interviews and radio and television appearances. To view her product catalog of Self-hypnosis CDs, visit www.hypnosisbyheather.com.

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