

# ANAMAYA

## **ANAMAYA JOINS FORCES WITH INDUSTRY EXPERTS TO LAUNCH SELF-DEVELOPMENT APP AIMED AT DEVELOPING THE MIND FOR 'A BETTER WAY OF BEING'**

Break-through meditation app, Anamaya, which has recently celebrated its 17,000 meditation mark, has launched a range of exciting new self-development modules, set to help people combat everyday issues such as anxiety, relationship problems, and coping with loss, which are having significant impact on their day-to-day lives.

Following overwhelming feedback from its users for specialist help with specific day-to-day problems, Anamaya's innovative mobile application is the first time that expert therapy-based modules have been coupled with meditation to help users develop their mind for 'a better way of being'.

Chapters are on topics such as motivation, knowing your food, acceptance of loss and recognising addiction and are written and narrated by a variety of experts in their fields including Robin Lefever, director of treatments at the world renowned PROMIS Rehab clinics, Lizzy Hawker, motivational author and five time winner of Ultra Tour De Mont Blanc and Lynda Mallinson, founder of London Dieticians.

These varied modules, which are available via the Anamaya app on iTunes from 28<sup>th</sup> April 2015, are coupled with more than 350 meditations - which use techniques proven to change the physical structure of the brain. This unique combination results in the first mobile application to offer a suite of advice and guidance from a collection of disparate professionals, all providing complementary and life-changing advice.

Graham Doke, city meditation coach with Anamaya and narrator of the new 'Emotional Awareness' modules, comments: "We are delighted to have joined forces with such inspirational specialists to offer our users instant access to help, advice and support that will – with time and commitment – help them to combat issues that could be having a detrimental effect on their everyday lives.

"Many of us find ourselves struggling with situations – whether at work or at home – that often boil down to an inability to understand and control our emotions. It might be in our relationships, our working environment, our behaviours towards food, alcohol etc. – it could even be having the motivation to stick to a life or career goal. We know that life can, at times, be very stressful and that therapy or self-development is often perceived as extravagant, timely and costly. With the Anamaya app, and with contributions from these incredible experts, we have made this support accessible to everyone.

"With these new additions to Anamaya, we have created a self-development and therapy book that can be purchased chapter by chapter at your own speed and convenience."

The areas of focus included in the new Anamaya modules are:

1. Emotional Awareness (Graham Doke, meditation coach and therapist): When we encounter anything, we either like, dislike, or are neutral about it. These are all emotional reactions: we cannot get away from them. If you wish to understand your behaviour and bring it under your own voluntary control, you must understand your emotions.
2. Positivity (Veronica Pretelt and Suncica Getter, psychotherapists and life coaches): positive attitude is not about the glass being half full, not half empty: it is the all-pervasive ability to regard life as a series of positive challenges, to be met with open positivity and enjoyment. Learn how to make life more fulfilling, more rewarding ... a daily positive experience.
3. Happiness (Graham Doke, meditation coach and therapist): Happiness is not something that seeks you out, it is not something that happens. It is something you can quietly seek and achieve. And although we may all think we are after our own happiness, so often we get it wrong. We end up pursuing the wrong goals. How do we find the direction in which to seek happiness?
4. Relationships (Veronica Pretelt and Suncica Getter, psychotherapists and life coaches). We all need help with our relationships, whether that be simple adjustment or major changes. Receive meaningful advice from experienced expert therapists.
5. Motivation (Lizzy Hawker, author and professional runner): Sometimes we can lose our get up and go. Learn the secrets of personal motivation from one of the world's most accomplished ultra-runners.
6. Living with Purpose (Linda Doke, professional runner): Passion, purpose and perseverance are the keys to achieving your goals. Learn how to set your goals, and achieve them.
7. Living with fulfilment (Jim O'Connor, clinical psychotherapist); Understand what fulfilment is, what your need for fulfilment is: learn how to structure your life so free yourself from things that hold you back, and live with fulfilment.
8. Anxiety (Graham Doke, meditation coach and therapist): Anxiety can grip you, can make you feel powerless in its grip, with nothing to help you. This module presents a new way of looking at your anxiety, and a crisp and effective way of ridding yourself of it.
9. Acceptance of Loss (Graham Doke, meditation coach and therapist): You can take some powerful action to help you find your place and your meaning in your life again after a devastating loss. This module presents a unique and deeply personalised approach to acceptance — to discover where and who you actually are in the new world you have been thrown into.
10. Self-Acceptance (Julia Adler, psychotherapist): Sometimes we get so caught up in needing the approval of others — friends, colleagues, neighbours, that we end up

living the life we think they want, not the life we want. Learn who self-acceptance is essential before acceptance by others.

11. Emotional Awareness in the Workplace (Graham Doke, meditation coach and therapist): For the new and not-so-new players — do not let workplace emotions unconsciously govern you.
12. Yes I Can! (Graham Doke, meditation coach and therapist): Challenges of all kinds, whether looking for a new job, starting a business, or deciding to climb Kilimanjaro, are great. But so often we find ourselves making excuses and putting these challenges off. This module helps you to learn how to remove your internal obstacles to take up a challenge, self-doubt, fear, worry and other negative thoughts, and then learn how to remove or to manage obstacles that others place in your way — either deliberately or accidentally.
13. Recognising Addiction (Robin Lefever, addiction therapist): Addiction can creep up on you unnoticed — completely normal behaviour can gradually turn and suddenly start to dominate your life. Learn how to watch for the signs.
14. Know Your Food (Lynda Mallinson, founder of London Dieticians): A dietitian with years of experience in hospitals and in private practice offers a fad-free, no-nonsense guide to day-to-day healthy eating. Learn the difference between good and bad carbs, understand the roles of proteins and fats.

The Anamaya application is donating 20% of all proceeds to Karuna Shechen, a philanthropic organisation providing essential care and education to children in the Himalayas. The organisation was founded by Tibetan Buddhist monk, and close confidant of the Dalai Lama, Matthieu Ricard, who was labelled the "World's Happiest Man" by neuroscientists after extensive study of his brain. Matthieu introduces the application, providing details on his charity and offering his unique insight into the impact meditation can have on your health and wellbeing.

Anamaya is available from the App Store® for just £1.49, and includes the first level of the "General" focus, as well as a beautiful solo meditation timer, multi-media learning resources, and five "Ambiance" settings that subtly alter the meditation experience. A variety of in-app purchase starting from just £1.49, unlocks additional meditation areas and therapy modules.

For more information on the Anamaya application, go to [www.anamaya.co](http://www.anamaya.co) or download the app here via the iTunes store.

**-Ends-**

For more information or to arrange a trial contact Vicki Murphy or Rebecca Wharmby on 0113 320 4583 or email [anamaya@prohibitionpr.co.uk](mailto:anamaya@prohibitionpr.co.uk)