



GAYVIN POWERS

PORTFOLIO

copywriting | digital marketing | brand development

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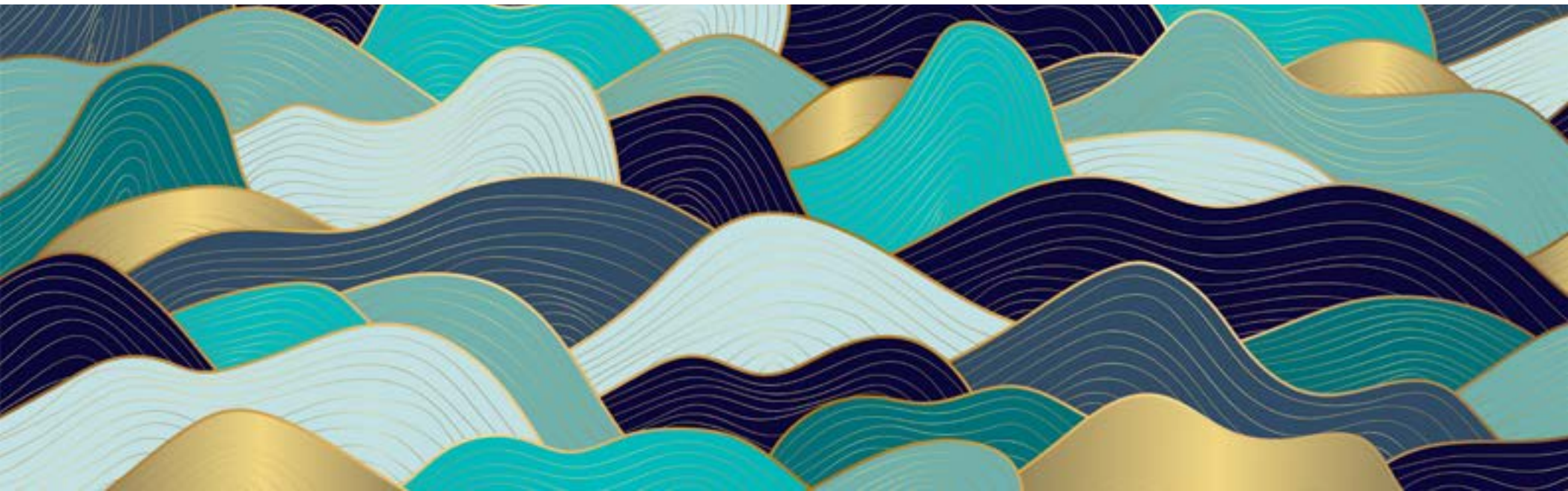
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WELCOME

PORTFOLIO INCLUDES

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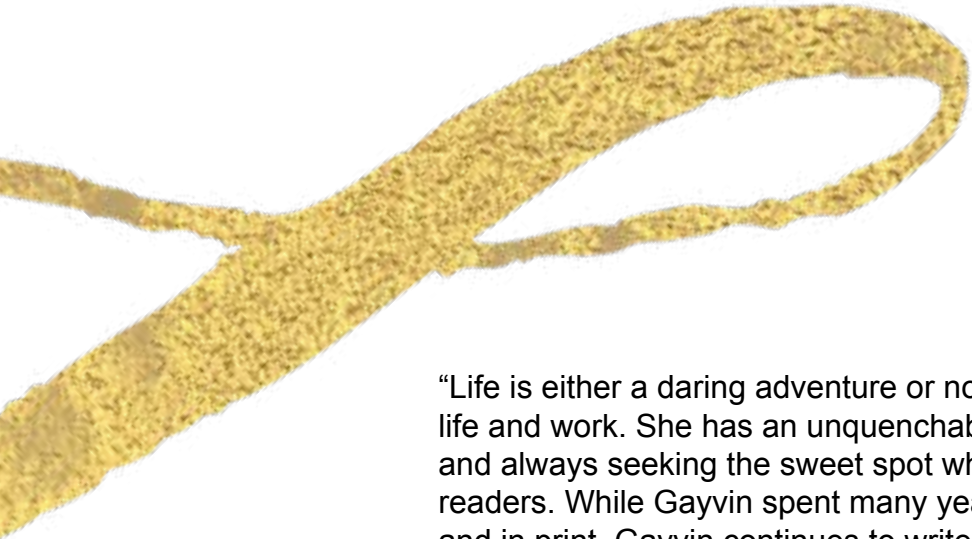
Gayvin Powers is a Red Bull disguised as apple pie with 15+ years in copywriting, brand marketing, publication (print and online), and developmental editing. She's written for the [beauty, fashion, lifestyle, real estate, health care, education, arts, entertainment, and technology industries](#) and is the embodiment of being excited, focused, and creative. Professionally, she excels in collaborative environments working as a team and individually.



GAYVIN POWERS


COPYWRITER & DIGITAL BRAND MARKETER

creative | focused | inspiring



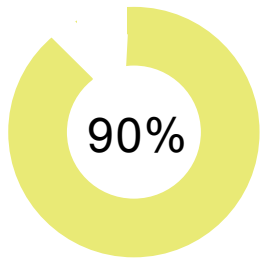
“Life is either a daring adventure or nothing!” The quote by Hellen Keller sums up Gayvin’s approach to life and work. She has an unquenchable energy for story, writing, and marketing. You’ll find her focused and always seeking the sweet spot where meaning, engagement, and entertainment come together for readers. While Gayvin spent many years building her own brands in fashion and publication, both online and in print, Gayvin continues to write copy and books, coach writers, and help entrepreneurs on a weekly basis.

She enjoys collaborating with others and watching a brand and its voice come alive. She’s revamped existing brands and matched other brands’ marketing guidelines through copywriting and design. She’s most effective working individually and with a team in creative environments that thrive on innovation, professionalism, and inspiration.

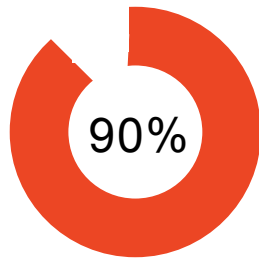


EXPERTISE

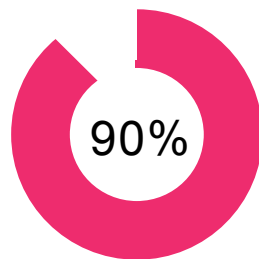
Over fifteen years implementing creative solutions and copy for businesses and individual brands. Gayvin specializes in holistic written, verbal, and visual communication, echoing the brand voice throughout all three. The chart highlights her skills, programs, and certifications that she regularly uses.



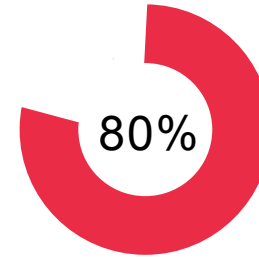
COPYWRITING



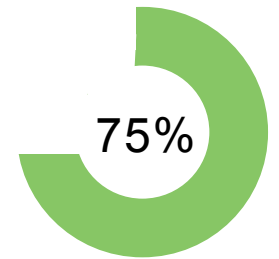
DEVELOPMENTAL
EDITING



DIGITAL MEDIA

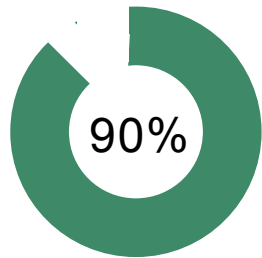


BRAND
MARKETING

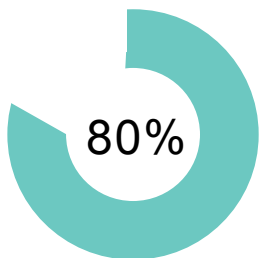


GRAPHIC
DESIGN

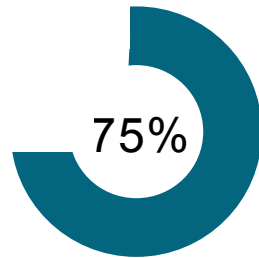
SKILLS



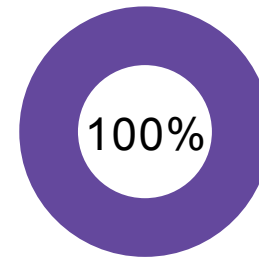
INDESIGN



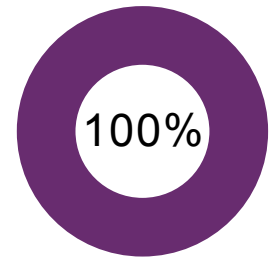
PHOTOSHOP



ADOBE
CREATIVE SUITE



GOOGLE 1



DEDMAN
LEADERSHIP

PROGRAMS

CERTIFICATIONS

SKILLS

- Copywriting
- Brand Voice
- Fiction & Nonfiction
- Presentations & Proposals
- Managing Executives, Staff, & Contractors
- Project Management
- Digital Copywriting
- Short- & Long-Form
- Developmental Editing
- Brand Development
- Ecommerce
- Digital Marketing
- Written & Verbal Communication

- Leadership
- Creative
- Proactive
- Teamwork
- Dependable
- Strategy-Based
- Conflict Resolution
- Integrity
- Detail-Oriented
- Visual, Verbal, Conceptual
- Solution-Oriented
- Cross-Functional Teams
- Relationship Building
- Flexible

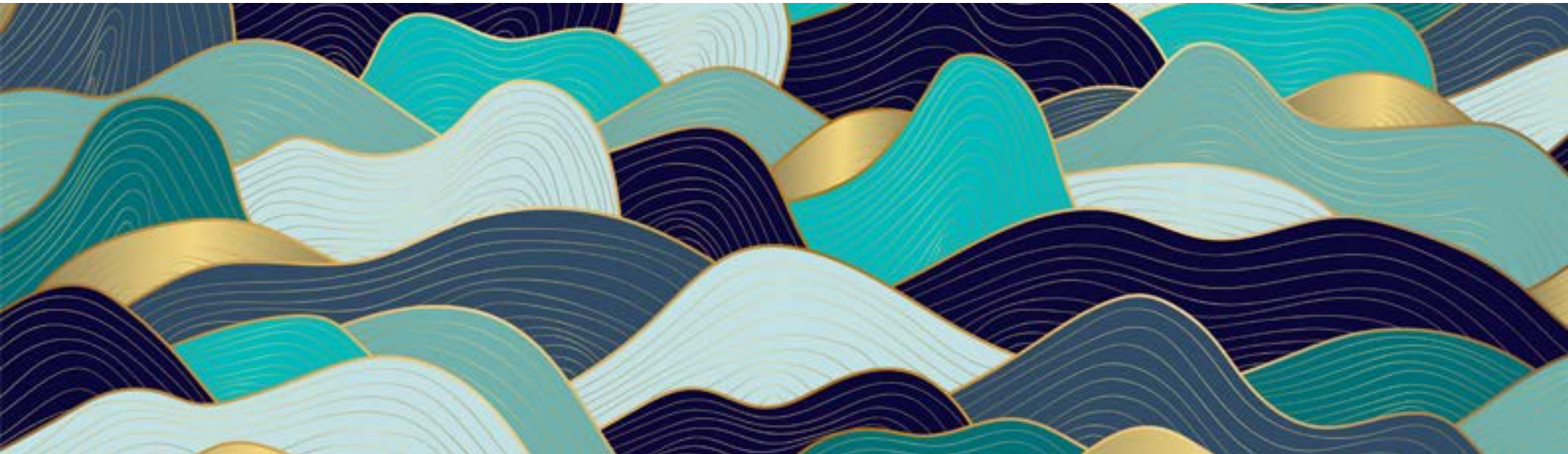
- Adobe Creative Suite
- InDesign
- Photoshop
- Microsoft Apps
- Keynote, PowerPoint, Google Slides
- SEO
- Newsletters
- Email
- Customer Relationship Management
- Film & Video
- Website & Social Media
- Graphic Design
- Excel
- HTML
- AdWords
- WordPress
- Divi
- KeyWords

PROJECT 1

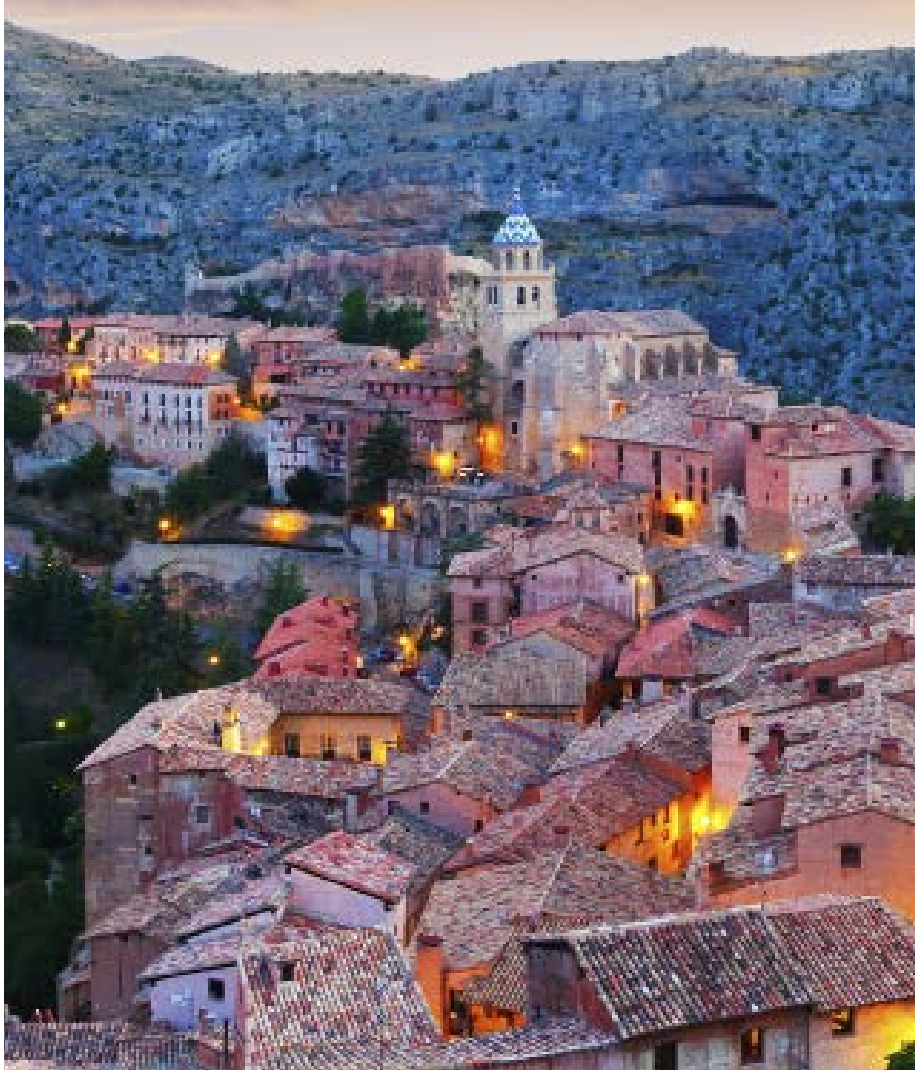
THE WANDERING EPICUREAN SANDHILLS COMMUNITY COLLEGE

elegant | savory | exclusive

A high end event designed to cultivate donors and engage the community in the culinary department. A part of the launch team, Gayvin headed up marketing. The marketing strategy was a feast for the eyes and senses, playing upon the anticipation of the invitation only event that came around once per year. Salut!



The WANDERING EPICUREAN *An Event to Remember*



Program from the event, above

“A FEAST FOR THE SENSES.”

ROLE

Brand Strategist, Copywriter, Graphic Designer

CLIENT

Sandhills Community College

AUDIENCE

High end donors (limited)

PROGRAMS

InDesign, Photoshop, Adobe Creative Suite, Word

ASSETS

Look book, programs, cookbooks, signage, all event collateral

ACHIEVEMENTS

- Creation of 100% of copywriting and design on 300+ pieces of marketing material
- Published two programs (52+ pages each), thank you cookbooks (40+ pages each), and a pre-launch invitation look book (19 pages)
- Sourced 10,000+ and edited 4,000+ images
- Managed 30+ staff, volunteers, and contractors
- Sold out 100% before event due to marketing look book
- Increased size of guest attendance by 20% due to demand

CAMPAIGN MARKETING ANALYSIS

CAMPAIGN	AVATAR	USP (UNIQUE SELLING POSITION)	PAIN POINT	FEATURE	BENEFITS	HOOK
<p>The Wandering Epicurean</p> <p>An exclusive culinary event, targeting high-end supporters at SCC.</p>	<p>60+ yo. foodie. Male/Female. Grandparent. College educated. Makes \$150K+ year. Invests. Diverse \$ portfolio. Wine drinker. On boards. Donates 20k+ year.</p>	<p>Through copywriting and brand marketing, I engaged donors for an exclusive, sold out culinary event.</p>	<p>Frustration, disappointment. Need to help next generation through education-- each person has shown excitement and/ or support for food.</p>	<p>Exclusive access to gastro event in a community limited to culinary options.</p>	<p>Experience a one-of-a-kind culinary event while giving back to the community.</p>	<p>A Feast for the Senses. Wander through a kitchen with exquisite food for a sensory experience. Look book of savory food and wine sent with invitation to increase anticipation.</p>
SCARCITY	COPY WRITING	KEY WORD	CALL TO ACTION	RESULTS		
<p>Invitation only. Limited space. Secretive -- only people who were invited knew about the event.</p>	<p>Wrote on brand for 300+ pieces of marketing, including:</p> <ul style="list-style-type: none"> • Letters • Booklets • Scripts • Videos • Emails • Programs 	<ul style="list-style-type: none"> • One-of-a-kind • Invitation only • Culinary • Epicurean • Foodie • Gastro • Feast for the senses • Savory • Elegant • Exclusive 	<p>Call to action on campaign:</p> <ul style="list-style-type: none"> • invitation • look book • hand-signed letter addressed to each guest 	<ul style="list-style-type: none"> • 100% sold out prior to public announcement of event • 20% additional attendees added to event after announcement • Second event was sold out, due to guests desiring to secure a spot the following year, prior to the close of the first event • 100% of attendess were thanked with commemorative cookbook and recipes from the event • Increased the size of the event by 60% the second year, which sold out prior to the event 		

Sweets

CREMA CATALANA - *Spanish egg custard
with brûléed sugar (GF, VEG)*

MARCONA ALMOND ICE CREAM *with
caramel and fizzy citrus (GF, VEG)*

TORTA de SANTIAGO - *Almond lemon cake
with whipped ganache (VEG)*

SANDMAN PORT FIGS *with goat cheese and
sugar crusted puff (VEG)*

TRADITIONAL CHURROS *with
chocolate shooters (VEG)*

ASSORTED NOUGAT & TORRONE (GF, VEG)

LOOK BOOK

A [pre-event campaign look book](#) was sent out with invitations and heightened the anticipation of a new, exclusive high end event. The image, left, is one page from the teaser book.

Sample page from pre-event campaign look book on left.

COPYWRITING

Wrote copy for marketing purposes and print and online collateral for [publications](#), [programs](#), social media, and event. On the next page is a sample of cross-departmental copy.

BRAND DEVELOPMENT

Collaborated with the culinary depart. to invent the brand from scratch, including the name, tone, voice, style, brand kit, and exclusive launch. The event of the year!

MARKETING

All of the strategic planning and marketing came together visually and through writing to achieve a cohesive brand tone of luxury and culinary discovery.

**“OUR FRIEND FLIES ALL OVER THE COUNTRY FOR THESE KIND OF EVENTS.
HE SAID THIS ONE WAS THE BEST. HE’S COMING AGAIN NEXT YEAR.”**

- Charlie Eichhorn, Sandhills Community College, Board Member

TESTIMONIAL

From the event by
campaign board
member

HIGHLIGHTS

Wrote letter for Chef
Fiona based upon
bullet ideas

KEYWORDS

Epicurean
Foodies
Culinary
Baking & Pastry
Hospitality
Feast for the senses

MESSAGE

Gratitude
Excitement
Culinary Adventure

Greetings

Welcome to our kitchen.

Indulge with us as you experience a journey of the senses, where food, wine, music, and atmosphere crescendo into an epicurean adventure. Roam through our commercial kitchen and bakery, meet the students, and mingle with fellow foodies as you sample innovative flavors and combinations designed to heighten your culinary experience.

The evening is truly a collaboration, a combined labor of love for our beloved Baking & Pastry, Culinary, and Hospitality programs working in partnership with the Sandhills Community College Foundation. The event is a reflection of the curriculum, and we're ever mindful of our intent to provide students real-world experiences that prepare them for what lies beyond our doors at Sandhills. We are happy you could join us tonight and experience first-hand our passion for what we do.

A special thanks to our Foundation hosts Lin Hilton and Charlie Eichhorn for their support and the many other valuable people who made tonight possible. With all of their insight and love of our department, we are able to offer you a truly memorable evening.

Thank you for being a part of our culinary celebration. Your attendance and support tonight directly enhance and maintain our dynamic programs, ensuring we have the tools and resources to continue supporting our students and producing exceptional graduates.

Thank You for Being Our Guest,

Fiona
Chef Fiona McKenzie



PROJECT 2

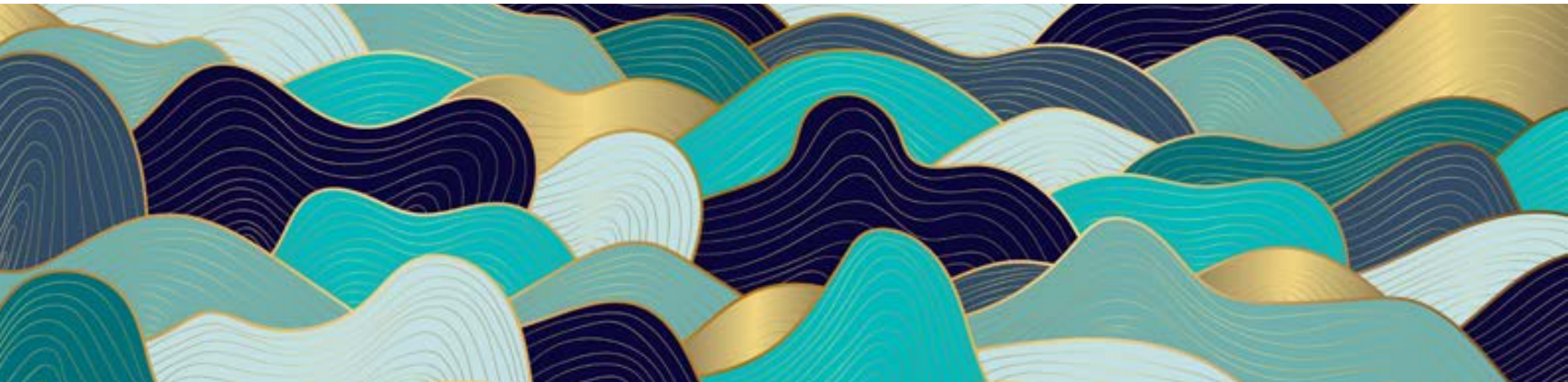
EVE'S APPLES LINGERIE

PRINT & DIGITAL COPYWRITING & CAMPAIGN

innovative | inspiring | supportive

For two years, Gayvin was the number one blogger for women's lingerie, earning her an interview in *Cosmopolitan* magazine. She wrote digital copy for blogs, products, emails, correspondence, interviews, videos, and marketing material while targeting customers pain points.

- Resulted in 600+ blog posts published on women's fashion, health, lifestyle, and beauty
- Wrote how-to instructions and a 20-page document filled with answers to common bra issues
- Gained 10,000+ email addresses/followers through the online bra questionnaire that pulled 5 pages of answers/solutions for their unique issues
- Developed a revolutionary online bra fitting for women



CAMPAIGN MARKETING ANALYSIS

CAMPAIGN	AVATAR	USP (UNIQUE SELLING POSITION)	PAIN POINT	FEATURE	BENEFITS	HOOK
<p>Eve's Apples Lingerie</p> <p>Online Bra Consultation for EvesApples Lingerie.com.</p>	<p>Small busted women. Married with children. 30-50 years old. \$60,000+ annual income. College educated. Healthy lifestyle.</p>	<p>Through copywriting and brand marketing, I helped women find their true bra size online.</p>	<p>Low self-esteem increased due to misinformation, society and lack of knowledge.</p>	<p>Free, private online bra consultation to help women find their correct bra size.</p>	<p>Help women get correct bra size in privacy of home and feel supported.</p>	<p>Online bra fitting for small-busted and petite women.</p>
SCARCITY	COPY WRITING	KEY WORD	CALL TO ACTION	RESULTS		
<p>For NOW, anyone can try it online. Campaign used as a lead magnet to gather email addresses and future customers.</p>	<p>Wrote on brand for 600+ pieces of marketing, including:</p> <ul style="list-style-type: none"> • Blogs • Website • Videos • Emails • Newsletters • How-to print and digital material 	<ul style="list-style-type: none"> • Online bra fitting • Confidence • Small-busted • Petite • Small bra • Custom bra consultation • Private • Free Bra Consultation 	<p>Call to action on campaign:</p> <ul style="list-style-type: none"> • landing pages • blog posts • newsletters 	<ul style="list-style-type: none"> • 10,000+ clients tested the online bra fitting form in 2 years, leading to 10,000+ email addresses gathered for marketing • Brand profile increased, leading to interview with <i>Cosmopolitan</i> magazine • Larger brands (True & Co and HerRoom.com) tried to replicate the brand copywriting, images and online fitting, but were unable to understand fitting • Increased customer's knowledge of sizing • Increased brand trust, awareness, and profile • Revealed customer buying habits and future needs • Reduced returns by 30% 		

One-of-a-Kind Online Bra Fitting

Never Seen Before “Custom Bra Consultation” for Women with Immediate Results

Did you know most petite and small-busted women can't get a bra size by using the traditional bra measuring system? According to “Eve” of Eve's Apples Lingerie – The Small Bra Specialists, traditional bra fitting systems don't work for women with smaller breasts.

“Most bra-measurement systems don't take into account breast shape, tissue, and placement on the chest,” says Eve. “So women with petite and small breasts often guess their bra size and end up wearing ill-fitting bras with cups that are too small and bands too big.”

“Custom Bra Consultation”

The Custom Bra Consultation (www.evesappleslingerie.com/online-bra-consultation) is a direct result of Eve's Apples' “Size Up the Web” Campaign, launched to help petite-busted women find their true bra size. “The response was overwhelming,” says Eve. “Within a couple of months, I couldn't keep up with the countless requests for bra fittings.”

The answer? To create an online system that takes the specialized methods that Eve does during her personalized, online fittings (individual breast measurements, breast placement, breast tissue and bra issues) and give these customized responses it to as many women as possible.

The result? A FREE, online bra fitting tool that provides a 1 – 5 page report that is customized for each woman that fills out the form. “I wish I had my custom bra consultation growing up.” says Eve. “It takes the guess work out of finding a bra size. And it helps women understand why they've been having specific issues with getting a good fit all these years.”

After taking the Eve's Apples' Custom Bra Consultation, Jennifer S., a customer replied, “I had no idea I should be wearing a 32C! I've been wearing a 36B (believed I actually was a 36A!!) since high school.” Regarding the online process, she writes, “The online consultation benefit is the BEST. For years, I've been planning to go to some high-end department store to be fitted and to learn my true bra size. With a job, two kids, and the chaos of life in general, I've just never found the time -- and quite honestly, I've felt a little silly and self-conscious about bearing my tiny little apples!”

With over 1,000 customers taking trying the fitting within two months, Eve's Apples Lingerie believes the Custom Bra Consultation will achieve positive results for women, including:

- Providing personalized and immediate results for FREE
- Increasing the number of women who get fitted professionally by offering an at-home solution
- Empowering women to understand and appreciate their bodies
- Help women shop for their correct bra size

By lending her personal expertise to the bra fitting process, Eve is taking great strides towards making Eve's Apples Lingerie the most personalized, intimate lingerie shopping experience for women available. For now, women can take advantage of Eve's personal consultation at: www.evesappleslingerie.com/online-bra-consultation. (Despite success, EvesApples closed due to the owner having a career change.)

PROJECT 3

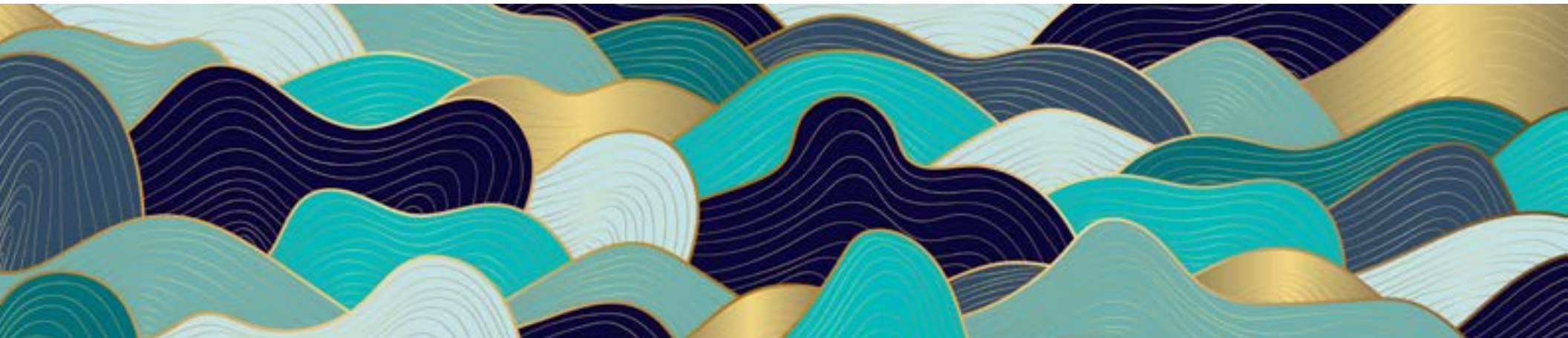
FREELANCE COPYWRITING & BRAND MARKETING

PRINT & DIGITAL

innovative | craft-oriented | professional

Since 2011, Gayvin pitched and wrote copy for magazines, websites, blogs, and marketing material. Collaborated with publications to produce branded copy that met organizational standards and engaged readers. Included **short- and long-form articles of 250-3,000 words** as well as feature-length scripts and novels. Specializing in fiction, creative non-fiction, campaigns, and targeted marketing materials.

- Resulted in 60+ published magazine articles and continued relationships with publishers
- Specializes in narrative storytelling that evokes emotion and/or connection with reader
- Over 600 blog posts on women's fashion, resulting in a feature in *Cosmopolitan* magazine.





“A WRITER WHO DIVES INTO
EVERY ASSIGNMENT WITH A
CREATIVITY AND ENERGY YOU
SIMPLY CANNOT TEACH.”

“I find her (Gayvin) not only to be a person of uncommon grace and infectious enthusiasm but a writer who dives into every assignment with a creativity and energy you simply cannot teach – something all fine writers are born with. Her versatility and ability to tell a great story on deadlines and short notice makes Gayvin a true stalwart of the craft, someone we’ve come to count on at our magazines.”

Jim Dodson, NY Times Best Selling
Author of *Son of the Game* and Editor for
PineStraw magazine, Southern Pines, NC

SELECTED ARTICLE

ROLE

Copywriter

CLIENT

PineStraw Magazine
Award-winning lifestyle magazine

AUDIENCE

38K residents and surrounding area of Moore County, NC

PROGRAMS

Word

AVATAR

40+ yo, arts, entertainment, lifestyle, relationships

COPYWRITER FORMAT

Print, digital, short form, 750 words.

Mark Twain and Me

A fascinating seat at the table

SOUTHWARDS



ARTICLE

PineStraw Magazine, August, 2019

“Mark Twain & Me” was printed on the coveted last page. A creative non-fiction, it retells the time when Gayvin ate dinner with Mark Twain and the unexpected turn of events that transpired.

By Gayvin Powers

As far as American writers go, Mark Twain is as iconic as Halley's comet. That's why I jumped faster than Huckleberry Finn onto a river raft when given the opportunity to have dinner with this immortal being.

Now, I know that Mark Twain isn't immortal. However, he certainly has been eternal for over a century due to his writing and for 63 years after that, thanks to Hal Holbrook, who created the touring show “Mark Twain Tonight!” before he hung up his white suit for good in 2017.

When I was an aspiring writer in my 20s and madly in love, my boyfriend was putting on “Mark Twain Tonight!” at Stanford University. From the moment Hal sauntered across the stage, I didn't see him, I saw Twain. I was captivated as Twain came back to life with his white handlebar mustache and stylistic speech, monologuing about subjects of race and equality.

After the performance, a private dining table was set for us with a single yellow rose on it.

Mark Twain & Me (con't)

"Like my grandfather's roses," I thought, waiting for Hal to de-Twain himself. Throughout my life, my grandfather gave me roses from his garden when they were in season. When Hal arrived, he was looking like himself again and accompanied by a bald man with a serious face.

They were clearly not expecting company. Our first interactions could be described as excited on my part, and reserved and guarded on theirs.

Hal's eyes looked tired, and I couldn't blame him. He'd just given his Tony award-winning performance under the hot lights for two hours. The most relaxing thing he did on stage was sit in a winged back chair and smoke a cigar — he probably wanted more of that and a glass of whiskey. Instead, he got a plucky Gen-X-er who looked like apple pie but was more like a Red Bull.

I introduced myself. Hal was courteous while the short man grumbled his name.

"That's my manager," Hal said. They were quite a pair: Hal was tall with mischievous, curious eyes, and his manager was like a stout boxer.

The four of us ate steak and potatoes while Hal and I talked between bites. I wondered if he had been to the Clifford Powers' grandchild training academy because every time I asked him a question, he asked one back. Growing up, I was accustomed to talking with my grandfather, which was more like an interview. Hal was just shy of achieving this level of interrogation.

"You enjoyed the show?" he asked me.

"It was amazing! How did you come up with the idea to perform Mark Twain?" I asked. He took a bite, letting the question hang in the air. "Did you write it too?" I added.

"Do your parents live near here?" he replied.

"No. My mother passed away a few years ago," I said, fluttering my eyelashes to force the tears back down. "And I'm closer with my grandfather than my dad."

"I was an actor," he said, giving me the version that one gives a

youngster. "I wanted to act. Making the show let me to do that."

I found out later that Hal had invented his celebrated performance out of necessity. He was out of work, his wife had postpartum depression, his parents were gone, and he was alone. Prior to "Mark Twain Tonight!" he had never read any of Twain's books. His manager recommended he create the one-man show, and Hal did it to feed his family.

Later he asked, "Did you know, Mark Twain created the Angel Fish and Aquarium Club for girls after his wife and daughter died?"

I had no idea. Hal clearly admired Twain. He shared how Samuel Clemens, Twain's real name, went on tour when his fortune ran dry — even though he hated touring.

"So, both of you were on the road, leading similar lives," I said.

"In a way."

With the last of the crème brûlée devoured, Hal said, "You should take the rose."

"Thank you," I said. "I think you should have it." He looked puzzled. "Then you can take it home to your wife, and she'll know that you thought of her while you were on the road."

As if seeing me for the first time, his eyes softened as he said, "Why, thank you. I'll do that."

He put the flower in his lapel.

"Gayvin, what do you want to do?" Hal asked me.

"I want to be a writer."

"Then you need to write. Write your own material. Don't wait for someone else."

With that, he gave me a hug goodbye, and for a brief moment I felt like one of Twain's Angel Fish. PS

Gayvin Powers is author of The Adventure of Iona Fay series and writing coach at Soul Sisters Write. She can be reached at hello@gayvinpowers.com.

SELECTED ARTICLE

“A LATER IN LIFE COUPLE FIND
A SECOND HOME IN YOGA.”

ROLE

Copywriter

CLIENT

OutReachNC Magazine

AUDIENCE

14K residents and surrounding area of Moore County, NC

PROGRAMS

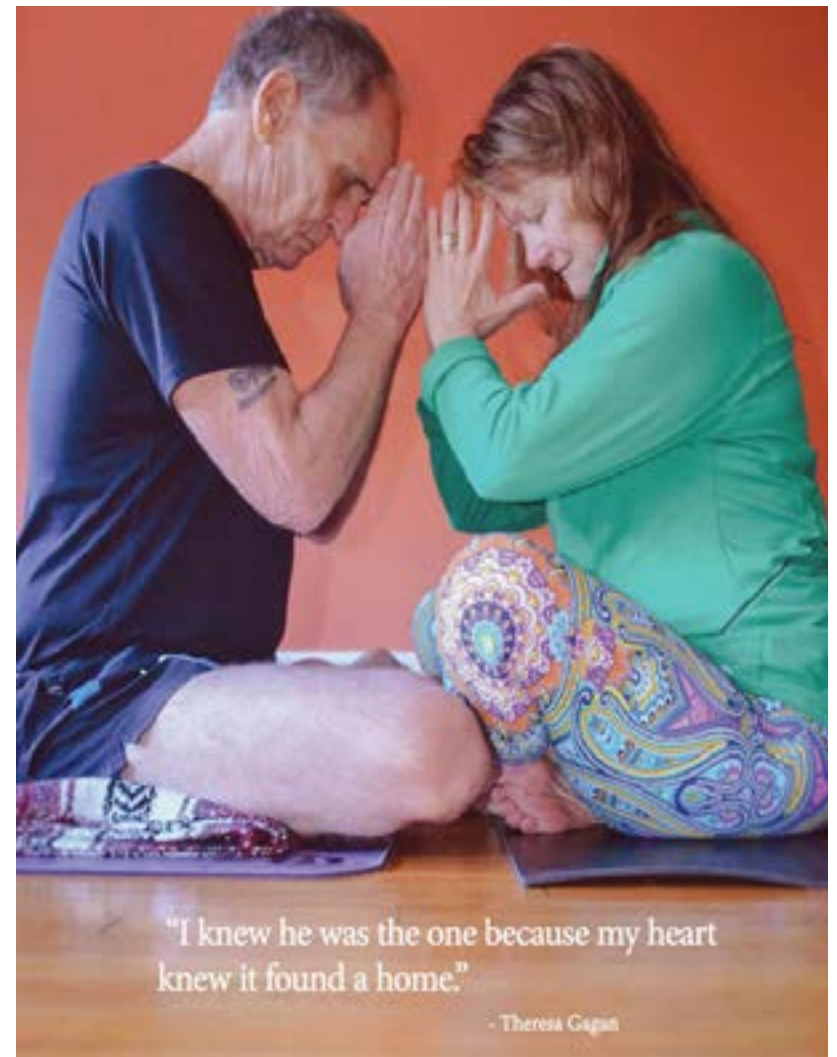
Word

AVATAR

55+ yo, health, wellness, lifestyle, relationships

COPYWRITER FORMAT

Print, digital, long form, 2,000 words.



HEALTH & WELLNESS ARTICLE

OutReachNC Magazine, March, 2015

“Conscious Coupling” embodies the brand’s focus on health, lifestyle, and relationships. Interviewed three people and honored an interviewee who died one week after publication.

Conscious Coupling

A later-in-life couple find a second home in yoga

by Gayvin Powers | Photography by Amy Young

It has been said that couples who play together, stay together. Sharing a common interest, working together, improving health, wellness and appearance can bring couples closer. There is also something to be said for having an accountability partner who has your best interest at heart. It can be challenging when your spouse is your accountability partner; however, the best couples find a way to play upon what works.

For Theresa and John Gagan, exercising together and being healthy has become a habit that has brought them closer together. Theresa shares that one of the aspects she loves about John is that, "John and I have, as different as we are, the same value system. In disagreements, there is never a spark of disconnect. And we still inspire each other with new ideas, thoughts or items on our bucket lists."

After all, John inspired Theresa to go in a hot air balloon, thus crossing it off his bucket list. Theresa was terribly afraid at first. However, John's zest for life, search for knowledge and adventure rubbed off on her. Once she got over the fear of the balloon ride, she was exhilarated, joking that now she's ready to get her pilot's license.

Equally, John appreciates Theresa rising to the

challenge, saying that he believes one of the reasons the marriage works is that "we share so many of the same interests. She's willing to take off on any of my hair-brained schemes and adventures."

This isn't the first time OutreachNC has interviewed the Gagans. They were one of OutreachNC's first couples featured in the March, 2010 issue about John recovering from illness after changing his diet to vegetarian. What readers didn't know was at the time, Theresa and he were newly wed three years earlier. That's right. The Gagans had a later in life marriage that was unexpected and turned out to be a blessing in many ways.

She's grateful for the life, love and lessons John brought to the relationship, including honoring that he was a widow from a long, happy marriage with his first wife that produced two beautiful children. All of that, plus his adventure keeps the relationship strong. "He's still eager to be a learner," says Theresa. "He still learns languages and picks up new books to read. He's very adventurous."

In recent years, John had an interest in yoga and thought Theresa would make a great instructor. For Theresa, yoga became a welcomed activity that she

enjoyed and, in return, shared with her husband.

John welcomed the new practice. Over the years, all of this excitement and adventure have come at a price. Years of ignoring injuries and getting older had turned a once simple irritation into a very painful situation. As a special forces retiree, John had a series of ailments that have bothered him over the years. In September of 2014, with the encouragement of Theresa, he started practicing yoga more regularly to help with his shoulder that he could barely move. In wanting to avoid surgery, John was open to other possibilities. Yoga seemed a good fit.

Soon after starting yoga, John noticed increased mobility in his shoulder. As of January 2015, he states that his shoulder mobility is almost healed with very little pain left.

Many couples who start a healthy practice together end up becoming closer because of it. The increased activity, involvement and interests have strengthened the Gagans' relationship. Theresa sums up her adventurous life with John by saying, "I knew he was the one because my heart knew it found a home."





ROLE

Copywriter

CLIENT

OutReachNC Magazine

AUDIENCE

14K residents and surrounding area of Moore County, NC

PROGRAMS

Word

AVATAR

55+ yo, health, wellness, lifestyle, relationships

COPYWRITER

FORMAT

Print, digital,
long form,
300 words.



Benefits of Restorative Yoga

Known as the exercise where people “take a two-hour nap while getting massaged,” restorative yoga has a lot of healing properties for people while they age and those who are recovering from injury. Dawn Avent, an instructor at Cool Asana in Southern Pines, shares with each of her classes that during this type of yoga, all the instructors are there to provide care for the participants.

It's not surprising that it's so relaxing, considering that restorative yoga balances the nervous system back to a parasympathetic state. When people are in fight or flight (like combat veterans), the sympathetic nervous system is at work. Over prolonged periods of time, it can wreak havoc on the body. Simple positions that activate the parasympathetic nervous system can balance the body and put it in a state of relaxation.

Avent, who assists the Gagens in their practice, highlights some of the health benefits to people over 50 who attend a restorative yoga class.

How many poses are done in the two hours?

Six to eight poses are held. A couple instructors walk around the room assisting and massaging the students while students are in the yoga positions. It helps the students relax.

Why is restorative yoga beneficial?

It relieves the tension from the sympathetic nervous system being activated and relaxes the body.

What are the benefits to people over 50?

It's an easy class to become familiar, especially in the cool environment so people don't have to be concerned about the heat. People over 50 have been beating up their bodies for a long time and restorative yoga is beneficial for that.

What is the take-away from restorative yoga?

There are many. There is balance. It's gentle and powerful. You'll notice for the next few days that you'll sleep better and have higher energy levels.

What do you love most about restorative yoga?

I know how I feel after a massage. I'm floating. The weight is lifted off my shoulders, everything is right with the world. When I see people leave, they have that same look on their faces.

What was the best comment you heard from a student?

I overheard a husband tell his wife, “I can't believe you haven't told me about this. It's like adult nap time.”



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Brand Developer, Graphic Designer

AUDIENCE

Clients seeking to heal from grief

ASSETS

Brand kit, logo, business and information cards

CLIENT

Kim Gray Hedge, MSW, LCSE, RYT, therapist, yoga teacher

PROGRAMS

InDesign, Photoshop

DESIGN

Image on this page was the brand inspiration



“If you **IMAGINE** it,
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