



NEWS RELEASE

FOR IMMEDIATE RELEASE

Back to School Equals Back to Reality for Adults Top Tips to Help You Survive the Stress of September

September 6, 2011, Toronto, Ontario – Back to school for children equals busy times for households everywhere. With all of the hustle and bustle of September comes a lot of stress for adults. This is a big problem for employers since stress accounts for as much as 75 % of lost time from work, according to the organization Stress Release.

“September can be a very chaotic time for adults,” said Carey-Ann Oestreicher, Chief Engagement Officer, Potential Unlimited. “Potential Unlimited has been seeing a lot of clients who are stressed to the max with getting kids ready to go back to school and also adjusting themselves to coming off of the ‘high’ of having a great summer. People start to question if they are living the life they really want.”

Potential Unlimited’s Top Tips for ‘Surviving the Stress of September:’

1. Go to bed earlier – it is getting darker earlier at night which is a clue for you that your body naturally wants to go to bed earlier too. You will actually be able to do more in a shorter period of wake time since you will be well-rested and productive.
2. Leave extra time – the roads will be busier than normal with all of the kids going back to school. Also, adults tend to postpone appointments over the summer until September... so expect delays.
3. Clean up your diet – people often overindulge in the summertime on snacks and beverages. It is now time to reel yourself in on your diet and start to include more vegetables, whole grains, lean protein and water in your daily meal plan.
4. Exercise daily – if you are not doing so already, it is time to get your body moving at least 15-30 minutes each day to look and feel your best. Exercise is a great way to keep your stress levels down.
5. Go shopping – kids aren’t the only ones needing to go back to school shopping. Adults will feel more confident and on top of things if they feel they are looking their best too.
6. Get organized – cleaning out a closet or some drawers you have been just throwing things in all summer long is a great way to feel like your whole life is more organized, leading to less stress.
7. Bring some summer fun into your life all year long – think of an activity you really enjoyed doing this summer. For instance, if you enjoyed swimming at the cottage, get a membership at a local pool and go swimming indoors.

Potential Unlimited is life and career development firm that works with individuals and companies around the world to help them reach their full potential. This organization offers a variety of services such as executive, life and career coaching as well as training, strategic consulting services and retreats at world-class destinations in the areas of work-life balance and strategic focus. For more information, visit www.potentialunlimited.ca

Carey-Ann Oestreicher, Chief Engagement Officer and Owner of Potential Unlimited holds a MBA and has completed her coaches training through the Coaches Training Institute with a certification in coaching executives from York University. Oestreicher has been nominated as one of Canada's Most Powerful 100 Women, and has held a variety of senior positions including vice-president level and she has worked in industries such as: financial services, automotive and transportation, publishing, cosmetics and fashion.

-30-

For more information: Carey-Ann Oestreicher, Chief Engagement Officer, Potential Unlimited, 416-432-2465, ceo@potentialunlimited.ca

Potential Unlimited
777 Guleph Line PO Box 62002 • Burlington, ON CANADA • L7R 3N0
(T) 416-432-2465 • (E) ceo@potentialunlimited.ca
www.potentialunlimited.ca