



For Immediate Release:

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Abbreviated resume for David <http://hevasof.com/9501.html>

Bloomsday 2020 is Only Six Months Away – Will You Be Ready?

Spokane, WA, November 5th, 2019 - What can be done to help the thousands of Bloomies or “want to be” racers who like the run but have a hard time generating the motivation to do the physical work? HVASF fills the gap between effective but daunting and expensive training camps or sports therapy and doing nothing.

HVASF has created a six-month online system that overcomes the challenge of inertia by focusing on the mental game first. We do this by focusing daily affirmations on the two core sources of personal motivation: self-compassion and self-efficacy. These two foundations help people connect effectively with others, be more resilient, overcome challenges, live more balanced lives, and accomplish their goals – including getting ready for Bloomsday.

To be clear this is not therapy, an acute intervention, or a quick fix. Edwards says, “Think of it like a daily vitamin for your mind where all motivation starts by creating more effective neural pathways that help your goals become a reality.” In only one minute a day you are exposed to and encouraged to participate in concepts and tools that are scientifically proven to help you live your best life and meet your goals. It is non-judgmental and very affordable. The cost? About the same as a first run movie ticket, or \$15 for six months of membership.

Studies show that 85% of people lack in self-esteem, which although a related concept, is inferior to the powerful combination of self-efficacy and self-compassion. We can reasonably assume, however, that if one has low self-esteem, they likely also have low self-efficacy and self-compassion. The results are the same e.g. low wellbeing, negative emotions, low resilience, low performance, lack of initiative, shame, fear, and more. On the positive side research shows that we can learn these skills no matter our education level, income, race, or social status. What’s more, by focusing on the combination of self-efficacy and self-compassion we can avoid the negative side effects of self-esteem boosting efforts, for example, our self-concept being based on comparisons with others, narcissism, strained relationships, etc. So, with stronger self-efficacy and self-compassion there is hope!

The system is completely online and requires the use of a smart phone and ideally access to email. There are no upsells or additional charges, we never sell your information. How do you know that the HVASF system might be helpful to you? Do you find that your self-talk is harsh, are you easily dissuaded

from completing your goals, do you feel a lack of confidence in your ability to take on or try new things, do you compare yourself to peers and get discouraged? Many people struggle with these feelings but don't know what to do about it or even how to understand what is going on. Despite the concepts being very well researched many families and institutions struggle to instill these skills in our youth, so we struggle as adults more than we should. Also, most training programs at work are very task oriented so do little to build these core foundations, leaving people wondering and suffering. HVASF can help many people if they are willing to invest just a bit in this easy, affordable system.

About HVASF: HVASF is a startup business based in Spokane, WA and owned by David Edwards. For the last 35 years Edwards has served people through not-for-profit organizations, and during the last 10 years he's worked to create integrated whole-person primary care settings. In those experiences he heard repeatedly from care providers and from patients about their challenges engaging with the care process. This consistently created frustration, shame, and discouragement for provider and patient. In 2018 he had an epiphany where he finally had the knowledge to pull the core pieces together into a coherent theory that applies to all aspects of life. He refined that theory through 2018 and early 2019. Starting mid-2019, he dedicated his energy and personal resources full time putting the theory into reality with the launch of the HVASF system in November 2019.