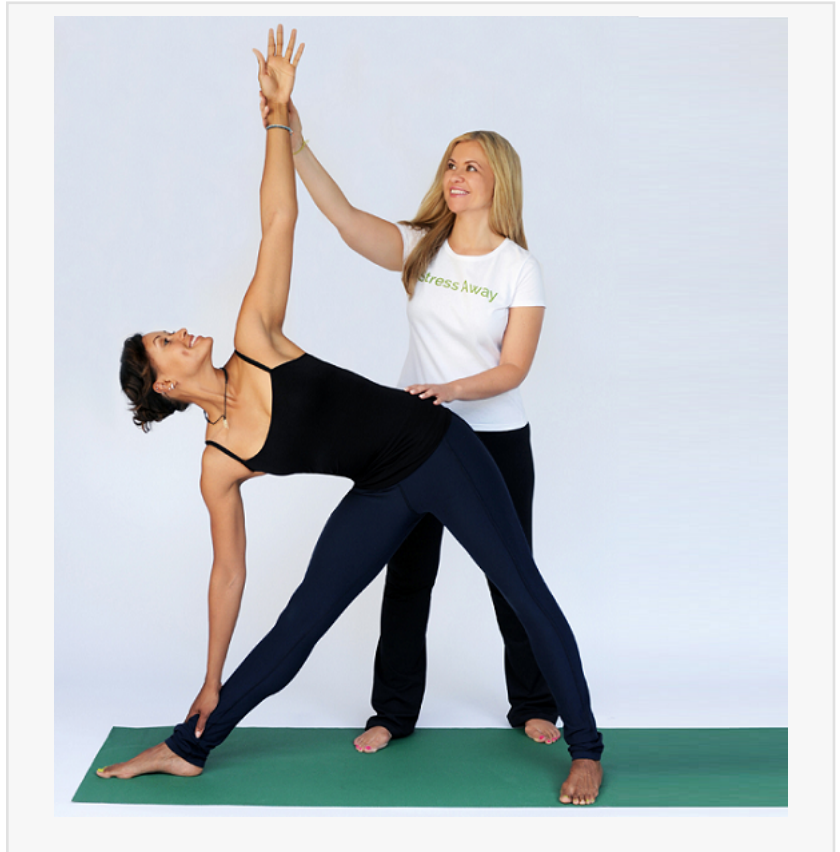


# Stress Away Brings Ancient Healing to Your Doorstep

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[/EINPresswire.com/](http://EINPresswire.com/) -- How many rungs up the corporate ladder does a person have to climb before realizing that the high altitude of cutthroat success lacks the depth of healing fulfillment? For Tania Rangelova, it took ten years to recognize that high pressure jobs, tight deadlines and late-night pizzas at the office might be the inside track to a promotion, but they're also the fast lane for stress-related diseases like high blood pressure, stroke, and cancer. Did you know that more than 75% of Americans describe themselves as stressed in today's aggressively paced world? The pace has become so dizzying that no one knows how to slow it down, and in the process, people acquire diseases as if they're part of the package. So what's the answer? Wouldn't it be nice if, after a long day of work, when your body aches



all over and your mind feels like it's in a fog, you could just call up a healing therapist who would come to your home and use ancient practices to get rid of modern problems? Maybe, if we're going to fix the stresses of today, we need to look back to yesterday for the cures.

For Tania, the answer was [Stress Away](#), a way to reduce stress-related diseases in today's world. She's discovered that by combining technology with ancient healing practices, alternative healthcare modalities can be accessible, convenient, and affordable. As Stress Away CEO, Tania's vision is to create a healthier society by connecting natural health practitioners to consumers. By exchanging services, sharing information, and educating each other on the benefits of alternative health care, the focus will be on treating the cause of the disease rather than its symptoms. Her [Kickstarter crowdfunding campaign](#) will bring anxiety-ridden, worry-burdened men and women to natural health care providers who can alleviate the stress. Yoga is a physical, mental, and spiritual practice that transforms body and mind. Reiki is a vibrational energy therapy that balances the human biofield. Both practices relax the body and calm the mind. Stress Away X, the company's custom-made technique incorporates yoga, reiki and essential oils to address the disease at its roots.

Tania recognizes that many people are hesitant to enlist the services of professions via the Internet or trust a web app with their personal information. Building an atmosphere of trust is essential in order for Stress Away to succeed in the shared market economy. The healing community that's expanding

will benefit from a web app that works well, is user friendly, and accomplishes its task. The customer chooses a yoga teacher and a reiki healer who work together to provide the [ultimate benefits](#) of both healing modalities in a single session.

The \$10,000 that is needed in crowdfunding donations will be used for a marketing and advertising campaign; Facebook, Google, and Yelp advertising; and phone app development. Creating the right publicity is essential if the word about Stress Away is going to get the word out, because a strategic marketing plan is vital for a great idea to be more than a light bulb in the brain. The interconnectedness of community is a key component of the cure. The shared economy that has been integral to success stories like Uber and Airbnb will enable potential customers to determine whether a particular health practitioner is right for them, thanks to reviews, referrals, and ratings systems.

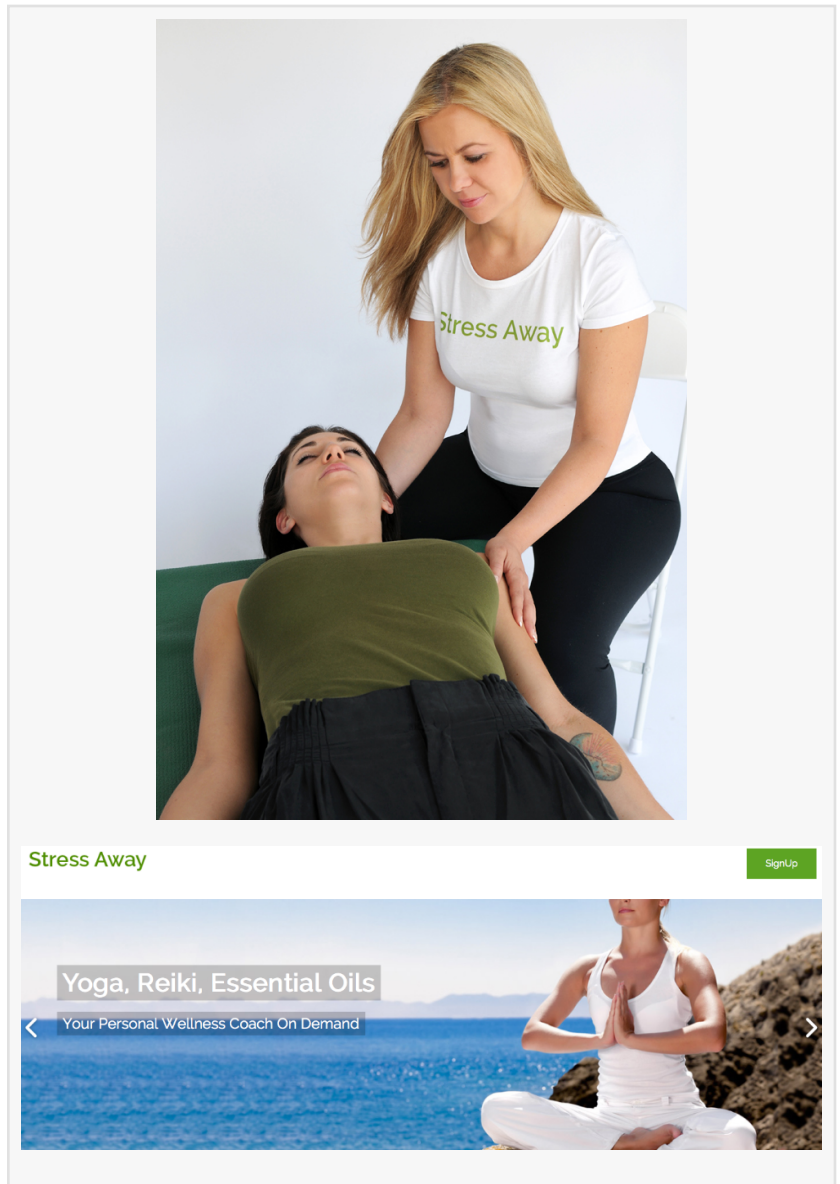
The ease of the natural healing is match by the easy access of the practitioners. As one satisfied customer said, "Anytime you feel lazy and don't feel like walking to the yoga studio, you can have an

instructor come to you." Maybe your family doctor doesn't make house calls, but in the alternative healing community, better health is knocking on the front door.

#### About Stress Away

From investment banking to natural healing, Stress Away ([www.stressaway.me](http://www.stressaway.me)) CEO Tania Rangelova knows the world of stress and the cure that can ease it. Ten years in the high-powered corporate world taught her that with 75% of Americans feeling the effects of stress in their lives, the solution was to look to the past and ancient healing modalities like yoga and reiki. Her own years of practicing these healing arts have shown her the positive effects on her own health. Stress Away creates a tool for yoga teachers and reiki healers, along with other alternative health providers, to connect with customers and share services and information.

Tania Rangelova  
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