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Topic

STAT (Society of Teachers of the Alexander technique) at the Cura-Heat Backshow
15-16 July 2006 Olympia, London

Teachers, including myself, gave “Taster lessons” for free to 135 people. In fact, there was a continuous demand of visitors to the stand throughout the 2-day event. Visitors were also able to receive a print out of the teachers in their area and a 50% off voucher for a first lesson.

The STAT stand had a buzz about it and there was a genuine positivity about the Alexander Technique. Many visitors had heard good things about it before coming and appreciated the opportunity to find out more and experience it for the first time. The fact that these visitors had taken a day out on a hot summer day to attend The Back Show in London, some travelling far e.g. Dorset and Leeds, speaks volumes for their levels of pain and ‘hope’ in finding a solution.

It was a great opportunity to explain and demonstrate the Alexander Technique to the more people, and also to strengthen the presence of the Alexander Technique within the world of back pain which is a painful and distressing problem for so many. The Alexander Technique has such an important part to play in prevention, alleviation and rehabilitation.

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