

# MEDIA KIT



## MOTHER TRUCKER YOGA

2020

*"When the road is a person's home, truckers need access to better movement mechanics, more attention to mental health, and more opportunities to help them live a more fulfilling lifestyle, and we have created just that with Mother Trucker Yoga®!" - Co-Founder Phil Knuckey*

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# OUR STORY



**MEET HOPE AND PHIL.** They were perfect strangers until a small Wisconsin town business mixer turned them into business partners overnight.

He was in trucking, and she was in yoga. Phil asked Hope, “Do you have anything that truckers can do in the cab of the truck?”

Hope, already the owner of a yoga studio in her hometown for 12 years, had run a state-approved vocational yoga school, and was currently running corporate yoga programs and her own online yoga studio. Her unique approach to yoga was clearly a perfect fit. By using her deep understanding of how the body moves, Hope created a yoga program with a trucker’s lifestyle in mind, thanks to insight and expertise from Phil.



Phil lived most of his adult life in the trucking world. He knew exactly what drivers wanted and didn’t want. Together, Phil and Hope knew that combining their expertise for trucker-specific yoga programming was the difference many truckers needed to feel healthier and happier on the road.

**MIXING BOTH THEIR TALENTS AND BUSINESS BACKGROUNDS TOGETHER, MOTHER TRUCKER YOGA® WAS BORN.**

Today, Mother Trucker Yoga® is run by CEO Hope Zvara. Her love for the trucking industry runs so deep that these men and women have become a part of her family. Hope’s focus and mission is to show truckers everywhere that with one small change, you can start the journey that will make a big difference.



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## OUR MISSION

**CHANGING HEALTH AND WELLNESS, ONE TRUCK AT A TIME.**

It's no secret that truckers sit for hours on end. Unlike office workers who can get up from their desks, truckers have to remain seated to get their job done. Mother Trucker Yoga® helps combat the negative health impact of a sedentary lifestyle.

This program was created to change the health and wellness of truckers through easy yoga practice and simple fitness principles built for the road and beyond.

**MOTHER TRUCKER YOGA® PROVIDES POWERFUL CHANGES WHERE IT MATTERS MOST:**

- Lowered Stress
- Reduction in Physical Pain
- Improved Focus and Concentration
- Increased Energy
- Better Sleep Patterns
- Happier Drivers and Employees

**A NEW TOOLBOX THAT BOTH TRUCK DRIVERS AND THE COMPANIES BEHIND THEM CAN USE ANYTIME, ANYWHERE.**



*We work with truck drivers, trucking companies, shippers, and logistics companies to create customized health and wellness programs.*

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# GET MOVING

MOTHER TRUCKER YOGA® WORKS WITH INDIVIDUAL DRIVERS, COMPANIES, AND CORPORATIONS TO DESIGN A CUSTOMIZED HEALTH AND WELLNESS PROGRAM.

### ONLINE STUDIO

Our Mother Trucker Yoga® online studio gives direct access to video, audio and downloadable fitness, wellness, and exercise information. Accessing this content is simple and easy through a smartphone, tablet or computer.

### CORPORATE OFFERINGS

We create wellness workshops for employees across your corporation, from the office to the cab. We place a special focus on driver needs with our In-Cab Wellness Programs to ensure optimal health anywhere, anytime.

### KEYNOTE PRESENTATIONS

Mother Trucker Yoga® CEO, Hope, is an experienced keynote presenter who brings an engaging, dynamic approach to wellness presentations. By customizing each talk, Hope ensures your company learns the health, wellness and yoga tips they need to succeed.

### STIFF MOTHER TRUCKER PAIN RELIEF CREAM

Mother Trucker Yoga's custom pain-relief cream is road tested and trucker approved. Our formula is a unique blend made specifically for those who have pain and need relief now. Stiff Mother Trucker is 100% natural, paraben-free, gluten-free, sulfate-free, and artificial dye-free. Don't let pain keep you from the open road.

*\*Wholesale pricing available*



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One of the things I love most about working with Hope is she really understands her audience (drivers) and knows how to speak to them in a way that makes sense. Her approach to movement and wellness is something that I have not seen before. It is both refreshing and much needed in the trucking industry in its current state. Hope is our go-to person when it comes to fitness, wellness and how to live a better life.

Her programming is affordable, easy to use and fits the lifestyle of a driver. We hope every company joins Mother Trucker Yoga to improve the health of their drivers.

GARY FEINER, CEO OF BACKSHIELD

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# THANK YOU TO OUR PARTNERS



Hope truly cares about the well-being of those around her and has created easy-to-implement programs that speak to the body and mind. She is truly passionate about showing others how simple it is to live a more fulfilling lifestyle by improving their health, mobility and mental point of view.

KIM MCDONNELL, ROADPRO FAMILY OF BRANDS

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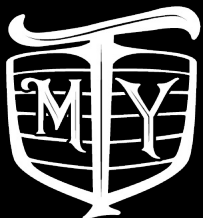
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# BECOME A SPONSOR OR PARTNER



**CONTACT HOPE FOR HEALTH AND WELLNESS PROGRAMMING**

[info@mothertruckeryoga.com](mailto:info@mothertruckeryoga.com)



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Working with Hope means being infused with energy, encouragement, and fun. Hope's knowledge is unparalleled, but her attitude about sharing her knowledge is what is so infectious.

She makes you want to learn how to make healthier food choices and find time in the day to move more. She meets each person right where they are and helps them get started on a program that is tailored to them and easy to begin. I know that is why she is seeing so much success in the trucking industry.

She's right there with you every step of the way. Hope would be an asset to any health and wellness program and I am thrilled to work alongside her in our Health and Wellness initiatives at SCF.

**SHANNON CURRIER, ST. CHRISTOPHER TRUCKERS RELIEF FUND**



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## IMPACT

**ROBERT GREEN** has been trucking for over 35 years. When Hope first met Robert, he was over 500 lbs. Since they've been working together, he's down to 298 lb. Mother Trucker Yoga® videos, along with nutrition advice and healthy lifestyle inspiration from the blog, have helped Robert on his journey toward achieving his health goals.

Robert is consistently one of Mother Trucker Yoga's biggest advocates. He enthusiastically believes in our approach, and recommends it to every driver.

**IDELLA HANSEN** has been driving for over 50 years! She does Mother Trucker Yoga® stretches every single day. They're the reason why she's able to get up each morning. And on her days off, she's not in pain. Idella's hands, neck, shoulders, lower back, knees, and ankle pain all get relief from our online studio programs.



**"YOU CAN DO IT ANYWHERE" - IDELLA HANSEN**

## STATS

**HEALTHIER TRUCK DRIVERS MEANS HEALTHIER ROADWAYS FOR ALL.**

*12% of all traffic fatalities in the US are with a commercial truck.*

**INCREASING DRIVER WELLNESS CAN HELP INCREASE DRIVER PERFORMANCE.**

*34% of truckers have at least one sign of a severe medical condition that has been previously linked to poor driving performance.*

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If you've ever felt that fitness was out of your reach due to long hours on the road, Mother Trucker Yoga® is for you. Our programs meet drivers exactly where they are, no matter the fitness level or age. We're here to give you a yoga and wellness program that is easy, accessible and sustainable for life in and out of the rig.

## AS SEEN IN

