



More Energy, Less Stress, Better Health

## PRESS RELEASE

### **Somerset County Cricket Club Teams Up With Q-Link and the Stress Management Society**

*Players and staff work with providers of the most advanced personal energy system products available today*



**Taunton, 6<sup>th</sup> May 2009.** Q-Link, the pendent designed to boost and maintain the body's natural energy system and help combat the effects of stress and stress related ailments today announced that they are working with Somerset County Cricket Club as the team enters the new season.

Having been approached by Darren Veness, Head of Strength and Conditioning for SCCC, the Q-Link team in the UK together with Neil Shah, Director of the Stress Management Society spent the day with members of the SCCC squad, teaching them about the effects of stress and how to both harness the benefits yet recognise and limit the detrimental consequences that too much severe stress can have on the body.

The players were given useful tips on stress reduction, a number of them underwent the HeartMath test which tests Heart Rate Variability and Heart and Brain Coherence and all members of the squad were given a Q-Link pendent to wear. Each pendent contains a pre-programmed resonating cell (silicon carbide) that has been programmed with the healthy frequencies of the body - similar to a tuning fork that vibrates at a certain pitch. Each person's Q-Link becomes uniquely tuned to their

own body's bio-electric fields, resonating with the body's energies and reminding it of the "healthy frequencies" thereby helping it to self-correct on a continual basis. Research has shown that wearers experience enhanced mental and physical performance, reduced stress, increased energy and improved focus and concentration.

As a long-time user of Q-Link products, Head of Strength and Conditioning for SCCC Darren Veness was keen for members of the team to sample the benefits, commenting, "We have approached the season from a different perspective this time around – looking more at the overall benefits of nutrition, health, fitness and general well-being and focusing on the individual as well as the team. We want to give the squad every opportunity and I firmly believe that Q-Link products can help both the individual players and the team in general manage stress and stress-related ailments."

Darren was backed in his desire to work with Q-Link by SCCC player Charl Willoughby, another supporter of the Q-Link products, "I have been begging Darren to get in touch with Q-Link as I wore my previous pendant for a year and a half and in that time didn't get one cold or the flu and felt really well. However I managed to break it and since I stopped wearing it I must have had at least five or six colds over the last year. I am really delighted that the squad are working with Q-Link again as I know how well it works for me and I certainly won't be taking my new one off any time soon!"

Helen Franks, Operation Director for Q-Link in the UK commented "We were delighted that Darren invited us to visit the SCCC and gave us the opportunity to work with the players on highlighting the benefits they can achieve from wearing a Q-Link. Our products have long been utilised in the golf world, indeed often being described as '*Golf's secret weapon*' as over 300 Tour Professionals rely on the Q-Link pendants to increase focus and reduce anxiety and stress. We hope that the members of SCCC will feel similar benefits throughout the season both as individuals and as a team."

Each member of the team and support staff at Somerset County Cricket Club has been provided with a Q-Link pendant and will be monitored throughout the season to determine how they respond to the Sympathetic Resonance Technology (SRT) - the

proprietary Q-Link technology that integrates the biological and energetic functions of the body.

## **Notes to Editors**

### **About Q-Link**

Q-Link is a range of stylish pendants, bracelets and accessories which help to strengthen and balance the body's energetic system, allowing the wearer to run their body more efficiently.

Scientifically tested and endorsed by top practitioners, research has shown that wearers experience enhanced mental and physical performance, reduced stress, increased energy and improved focus and concentration.

Q-Link is worn by over one million people worldwide including some of the world's most recognised figures in sport, health, music, entertainment and spirituality.

For more information about Q-Link products please visit [www.qlinkworld.com](http://www.qlinkworld.com) or contact 0845 165 2052

For more information about the Stress management Society please visit [www.stress.org.uk](http://www.stress.org.uk)