



## Press Release

### For Immediate Release

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## ABOUT SOAR

### **SOAR Was Established In 1982 With The Aim To Help Everyone**

In order to develop a program that would help everyone, Captain Bunn established SOAR in 1982. Cognitive Behavioral Therapy techniques developed by Dr. Claire Weekes were added.

The new techniques made it possible to help most of those not helped by the original programs. Research conducted in 1984 found SOAR "highly effective". Still, a few clients were unable to find relief. Special courses were set up for this "hard-core" group, using psychologists who were highly trained in other methods - NLP, hypnosis, Gestalt Therapy and Behavioral Therapy - but none of these methods were effective.

### **A Breakthrough - The Means To Help Everyone Was Developed**

Determined to find a way to help everyone, Captain Bunn went to graduate school, became licensed as a therapist and attended three training institutes. This training, together with experience with several thousand clients and research using brain scan technology, produced a breakthrough.

A way was developed to change the mental processes that cause the unwanted feelings. High anxiety, claustrophobia and panic are produced by mental processes that operate automatically and unconsciously. In retrospect, it should have been evident all along that relief could be obtained only if the process causing the feelings could be changed.

## Conquer Fear of Flying

DVD. CD. MP4. MP3. Live Chat.

Phone: 800-FEAR-FLY (800-332-7359)  
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### **Everyone Can Fly Successfully In Just A Few Days**

Now, using video to guide you step-by-step, the processes that cause anxiety, claustrophobia and panic are changed.

Though many clients are able to fly successfully in just one day, Captain Bunn recommends one video-guided session a day for a week, if time permits, before flying.

**If you would like more information, or to schedule an interview, please contact us 800-332-7359 or email [info@fearofflying.com](mailto:info@fearofflying.com)**

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