



JANA WEBB

INNOVATOR/CREATOR/FOUNDER





# JANA WEBB

- 20+ years experience as a movement innovator and fitness expert
- TEDtalk Presenter
- Keynote speaker at leading sport and fitness conferences
- Trained with NHL, CFL, NFL, NBA, MLB and Olympic and national teams
- JOGA founder and creator—the program has certified over 400 JOGA Coaches across North America
- Former Reebok and Under Armour Ambassador
- Fit Plan Elite Trainer

[FULL BIO](#)





# WHAT IS JOGA

**01**

Athletic style of yoga that hybrids breathing and relaxation benefits of yoga with the science and biomechanics of sport movement

**02**

Transforms imbalances and asymmetries into structural realignment - resulting in efficient movement patterns

**03**

Gives athletes breathing tools to improve performance and manage stress

**04**

Designed to be integrated into existing athletic strength and conditioning protocols during on and off season

**05**

Provides athletes with what they require in training: structure > challenge > results

**06**

Decreases recovery time and ultimately, transforms an athlete's game







“

JOGA is different than a traditional yoga class as it takes into consideration how athletes move, train and digest information. It's program based and encompasses all of the physical properties needed to support elite performance.

**GARY MCCOY**

Former Strength Coach for the Houston Rockets



# WHO HAS WORKED WITH JOGA



## NHL

Detroit Red Wings, Montreal Canadiens, Vancouver Canucks, Phoenix Coyotes, St Louis Blues, Philadelphia Flyers, New York Rangers, Calgary Flames, Toronto Maple Leafs, Florida Panthers, Edmonton Oilers, Colorado Avalanche, Carolina Hurricanes, Los Angeles Kings, Minnesota Wild, Dallas Stars, Nashville Predators, Tampa Bay Lightning, Winnipeg Jets



## NBA

New York Knicks, Toronto Raptors, Detroit Pistons, Orlando Magic, Washington Wizards, Cleveland Cavaliers, Milwaukee Bucks, Miami Heat



## MLB

Toronto Blue Jays, Baltimore Orioles, Tampa Bay Rays, Boston Red Sox, Seattle Mariners, LA Dodgers



## NFL

Cincinnati Bengals, Denver Broncos, Carolina Panthers



## CFL

Toronto Argonauts, Calgary Stampeders, Ottawa Redblacks, BC Lions, Edmonton Eskimos



## MLS

Toronto FC, Vancouver Whitecaps, Chicago Fire



## OLYMPICS

Canadian Men's and Women's Basketball, Canadian Women's Track and Field, Canadian Men's Beach Volleyball, Canadian Men's and Women's Hockey, USA Men's and Women's Boxing, USA Men's Decathlon



MAGAZINE COVERS





SWEAT EQUITY



[READ HERE](#)



# WOMEN *with* AMBITION™

A TRIBUTE TO FEMALE ENTREPRENEURS

VOLUME 2 | ISSUE 1

*The Real Housewives of Toronto*

## JANA WEBB

AN EXCLUSIVE INTERVIEW  
WITH THE REALITY TV STAR  
AND FITNESS CELEBRITY



*Discover the world of*  
**JOGA®**

FITNESS DESIGNED WITH  
THE ATHLETE IN MIND.

## WOMEN WITH AMBITION

[READ HERE](#)





# OPTIMYZ MAGAZINE

[READ HERE](#)





# TODAY MAGAZINE

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# IMPACT

IMPACTMAGAZINE.CA

The **Hot** Issue

**Fit in Vegas**  
Beyond the Strip

Fuel up with a  
**Smoothie Bowl**

2017  
**Trail**  
SHOE REVIEWS

The **BEST**  
**Summer**  
Training Tips

Follow us   

Get fit with yoga founder  
**Jana Webb**

## IMPACT MAGAZINE

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TORONTO HOME

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## OPTIMYZ MAGAZINE

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ARTICLES/FEATURES

A woman with long blonde hair, wearing a black baseball cap, a black crop top, and black leggings, is performing a yoga pose on a grey mat. She is in a low lunge position with her right leg forward and her left leg extended back, balancing on her right foot. Her arms are extended outwards, and she is looking down. The room has a light-colored wall and a wooden floor. There are several potted plants: a large one in a red pot on the left, a smaller one in a white pot on the right, and a decorative arrangement of branches in a wooden container on the far left.

# WELLNESS WEDNESDAY

Toronto Raptors YouTube feature Wellness Wednesdays presented by  
Jamieson Vitamins: Episode 3 – Yoga

[WATCH HERE](#)





# WOMEN WITH AMBITION

An exclusive interview with the reality TV star and fitness celebrity.

[READ HERE](#)





# BACK FROM BROKEN

An accident brought Jana Webb's world crashing down.  
Now she is building a stronger foundation.

[READ HERE](#)



# HOW JOGA IS CHANGING THE GAME OF BASKETBALL

Inside Fitness covers the incorporation of JOGA into sports superstars fitness programs around the world.

[READ HERE](#)



# JOGA BALLS

Work on your balance and body strength with these seven moves

[READ HERE](#)





# 5 JOGA MOVES FOR JOINT STRENGTH

Joga combines athletic strength training with yoga postures

[READ HERE](#)



# ARTICLES/FEATURES

- TODAY Magazine – Body Of Work
- Impact Magazine- Real Housewives of JOGA
- Women of Grace –Is JOGA Different from Yoga
- BK Strength –JOGA JOGA JOGA
- Optimyz – 2017 Top Health Influencers
- Optimyz – Why Athletes should do JOGA
- Toronto Star – Jays slugger Bautista boosts Toronto-based yoga for athletes
- Slice TV – What it takes to get on her roster
- Toronto Life – Jana Webb on Building her Brand
- Steven and Chris – Experts
- Femme Foyer – RHOT Building Brand and Body
- Toronto Observer – Pro teams stand to gain ever more from JOGA



MEDIA/VIDEOS





# JOGA X REEBOK

Reebok Ambassador

JOGA X REEBOK





# CITY LINE BACK FROM BROKEN

City Line Interview and Feature

[BACK FROM  
BROKEN](#)





# ETALK DOES JOGA HOUSE

ETALK Interview and Feature

ETALK DOES  
JOGA HOUSE







# JOGA WITH JANA DVD

Jana leads a group of Pro & Urban Athletes through the JOGA level 1 Program

[TRAILER](#)



# MEDIA/VIDEOS

- JOGA X REEBOK Jana Looks
- JOGA X REEBOK 2017 Spring Fashion Show
- JOGA X REEBOK Canada 2017
- ET: RHOT Star Jana Webb
- ET : JOGA - Yoga for Athletes
- JOGA on BT: Argos Demo
- JOGA Takes DR
- Steven & Chris: Jana Webb
- TEDx Talk: Finding the Me in Social Media



# LOOKS

[MORE](#)







SOCIAL STATS





jogajana

Message



1,801 posts

67.4k followers

7,492 following

Jana Webb

JOGA Creator: @joga\_world

ELITE Trainer: @fitplan\_app

INSTAGRAM

## SOCIAL STATS

@jogajana

- **67.4 K followers**
- **Reach:** 19,207
- **Impressions:** 154,650
- **Gender:** 70% Women 30% Men
- **Age:** 25 – 34
- **Location:** Canada 63%, USA 14%, Australia 4%, United Kingdom 3%







# INFLUENCER ENGAGEMENTS





INSTAGRAM

@jogajana

- **Bodylogix**
- **1,113 Likes**
- **64 comments**





INSTAGRAM

@jogajana

- Immuneti
- 4,874 views





INSTAGRAM

@jogajana

- Reactine
- 288 Likes







INSTAGRAM

@jogajana

- Reactine
- 403 Likes





INSTAGRAM

@jogajana

- Hello Fresh
- 662 Likes
- 24 Comments





INSTAGRAM

@jogajana

- Capital One
- 441 Likes
- 18 Comments







INSTAGRAM

@jogajana

- Capital One
- 1,073 Likes
- 26 Comments



FACEBOOK

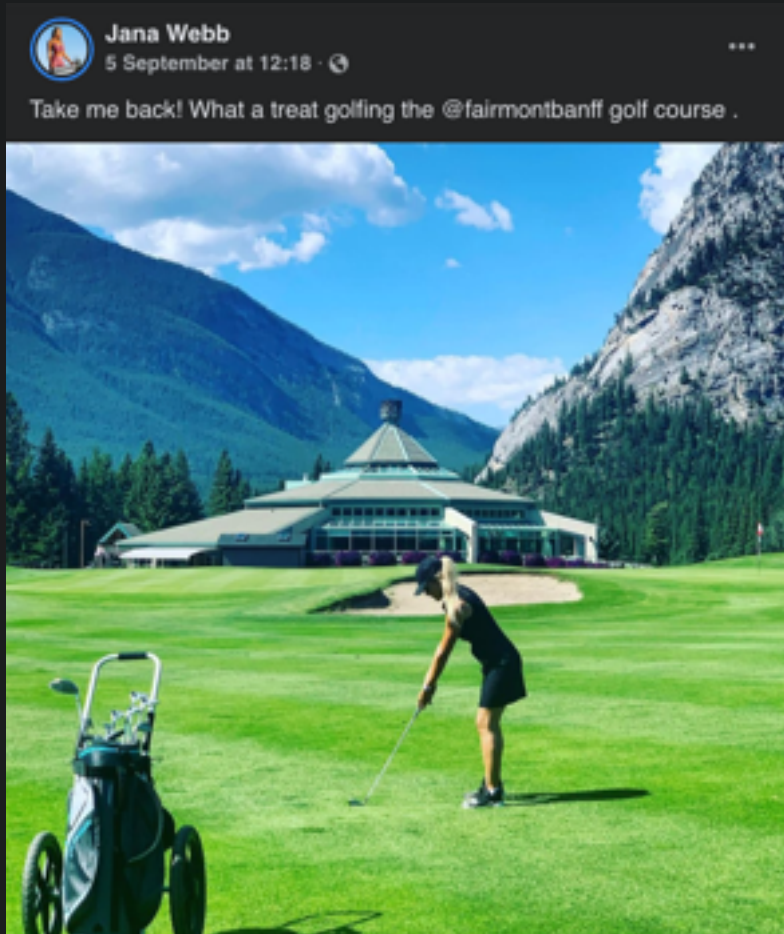
@jogajana

- **4,997 fans personal / 4,385 fans / 4,511 follows**
- **Gender:** 576 Women 42% Men
- **Avg. Reach:** 931
- **Age:** 34 – 44
- **Location Reached:** Canada 67%, USA 20%, Australia 3%, United Kingdom 3%



FACEBOOK

@jogawithjana



Jana Webb

21 February · 🌐

@Jogajana partnered with @hockeycanada show you how to improve balance and mobility is this new move of the month video.

Balance is the ability to control your body's position, whether stationary (i.e. a complex joga pose) or while moving (e.g. skating). Balance is a key component of fitness, along with strength, endurance, and flexibility. There are various ways to perform balance exercises.

Being mobile is a crucial aspect of being healthy. If a person is not able t... [See more](#)



Jana Webb

15 March · 🌐

Tune into Breakfast Television Monday morning! I will be discussing and demonstrating JOGA moves to help with anxiety, panic and mental health.





TWITTER

## SOCIAL STATS

@jogawithjana

- **6,681 followers**
- **Impressions:** 22.8 K
- **Gender:** 57% Women 43% Men
- **Age:** 25 – 34
- **Location:** Canada 70%, USA 17%, Australia 3%, United Kingdom 3%



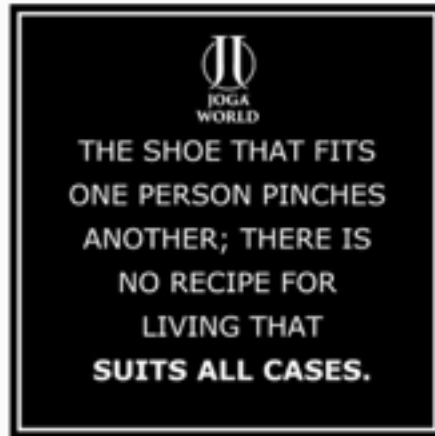
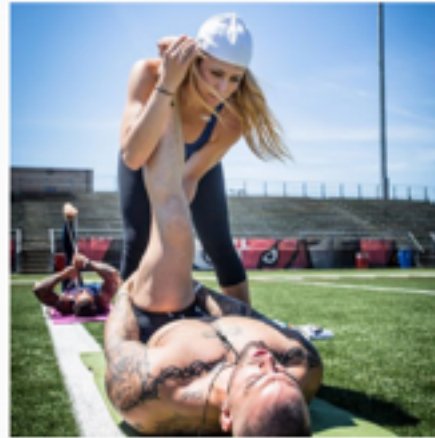


INSTAGRAM

## SOCIAL STATS

@joga\_world

- **11.8k followers**
- **Reach:** 3,159
- **Impressions:** 14,979
- **Gender:** 58% Women 42% Men
- **Age:** 25 – 34
- **Location:** Canada 37%, USA 26%, Australia 3%, United Kingdom 6%





For more information contact  
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