

## **MEDIA**

### **Jennifer Aves**

Author | Corporate Wellness Strategist | Founder

Jennifer Aves is a Canadian author, corporate wellness consultant, and founder of Free Spirit Fest. She is also the owner of Balance Health Solutions, where she works with organizations to strengthen resilience, improve workplace culture, and elevate performance through mindset transformation presentations & wellness session.

Jennifer is available for:

- Corporate keynotes
- Leadership retreats
- Executive wellness programming
- Media interviews
- Panel discussions

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## **PRESS RELEASE**

### **Jennifer Aves Releases *Key Reset* — A Strategic Framework for Mindset Reset and Sustainable Performance**

**Toronto, ON** — Corporate wellness leader and author Jennifer Aves announces the release of *Key Reset*, a transformative guide designed to help individuals and organizations interrupt limiting patterns, strengthen emotional resilience, and create sustainable success.

Drawing from her experience in corporate wellness and leadership development, Aves introduces a practical framework for resetting internal narratives that directly impact performance, engagement, and culture.

Part personal account and part applied mindset strategy, *Key Reset* bridges the gap between personal accountability and professional excellence.

“High performance begins internally,” says Aves. “When individuals learn to reset their mindset, organizations experience measurable shifts in energy, leadership, and culture.”

Through her work with corporate teams and live audiences, Aves delivers practical tools that support:

- Emotional resilience
- Burnout prevention
- Leadership development
- Cultural alignment

- Sustainable performance growth

'Key Reset: How I fixed my sh\*tty attitude by finding my spark of joy from within' is available through all major retailers and online platforms. Published through Pegasus Publishing.

**For media inquiries, interviews, or corporate bookings, please contact:**

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**BalanceHealthSolutions.com**

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### **EXECUTIVE BIO (Short)**

Jennifer Aves is a corporate wellness strategist and author of *Key Reset*. She works with organizations to strengthen leadership capacity, improve resilience, and elevate workplace performance through mindset transformation.

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### **EXECUTIVE BIO (Full)**

Jennifer Aves is the author of *Key Reset* and founder of Free Spirit Fest. As the owner of Balance Health Solutions, she partners with organizations to deliver corporate wellness programming focused on emotional resilience, leadership alignment, and sustainable performance.

Her work integrates mindset strategy with practical implementation, helping individuals move from reactive stress patterns to intentional leadership. Jennifer is known for her direct, grounded approach and her ability to translate personal accountability into organizational impact.

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### **SPEAKING TOPICS**

- The Key Reset Framework: Mindset as a Performance Strategy
- Emotional Resilience as a Leadership Advantage
- From Burnout to Sustainable High Performance
- Culture Reset: Strengthening Teams from the Inside Out
- Better Connection with CoWorkers
- The ROI of Corporate Wellness