

## Quality not...

### the CAM awards

THE CAM AWARDS - COMMITTED  
TO EDUCATION IN THE CAM COMMUNITY

# Transformed by a healing journey

In the next instalment of our showcase of the CAM Award winners of 2007, **Rachel Symonds** finds out how Shola Arewa's travels around the world introduced her to a new career in healing arts.



Shola Arewa receiving her award

It's quite a change in career direction when you go from being a successful fashion designer with a business

up to travel around the world.

But it was through her journey across Asia and Africa that Shola began studying healing arts, which included yoga and massage, and she returned home more than two years later with a new career plan.

Shola has now been offering yoga, personal development and holistic health care sessions for more than 20 years, as well as finding the time to write three books.

She has also dedicated an enormous amount of time to her local community – including work with inmates at Brixton prison – which earned her the 2007 CAM Award for Outstanding Contribution to the Community.

"When I was a fashion designer, my life was crazy – it was work hard, play hard, but at the same time I felt there must be something more. That convinced me to come out of the business, sell up and go on a journey that took me to Asia and Africa," Shola recalled.

Two and a half years after her journey

began, Shola returned home with a new sense of herself and plans for a new career.

"That journey totally transformed my life. I had the opportunity to see that I was more than I thought I was and I came back with a new sense of who I was," she explained.

"The way I looked at it was I had the fashion business, which provided people with clothes that made them feel good about themselves. My new work was about working with the spirit and the body to make people feel good."

On her return from her travels, she studied Humanistic Psychology, set up ITEC massage training at a number of colleges and started her own clinic.

She began working with prisoners following a chance meeting at a workshop.

"Because there was a prison very close to where I live, I wanted to give back because it is part of my local community. At a workshop I was telling someone I would like to teach yoga in prison and the person sitting the other side of me was from the Phoenix Prison Trust and overheard the conversation."

That was 16 years ago, and she has been working in Brixton Prison ever since.

"At the time yoga was seen as totally crazy behaviour, it was still seen as this 'kaftan and slippers' practice, so what I was doing was very pioneering at that time.

"But some of the practices have changed my life and I want other people to have that same opportunity. If there is something I

Sponsored by  
The NutriCentre  
health & wellbeing  
In association with  
cam  
magazine



## cam AWARDS

can do about that then I will."

The rewards for Shola are immense. "It has an enormous impact on them. With yoga, if you do one session or a

whole series it can give you a result – it can give them a sense of peace and relaxation. It can also help people see they can have that control and the way they have lived their life can be different."

Looking to the future, Shola believes her CAM Award will help drive her new projects forward.

"This award gives me recognition for what I have already done and will help further educate people about what I'm doing. The exposure from the award can be used to educate about the next project."

Her imminent next project is a training scheme for practitioners who want to develop their understanding of energy. Featuring four components – energy exercise, energy psychology, energy food and energy balance – Energy 4 Life is an intensive three-month course accredited by the Complementary Medical Association.

Shola explained: "It is giving practitioners the ability to bring their knowledge right up to date. It is exciting for me because what I have done is taken over 20 years of experience and brought it all together."

## 2007 winners