



Wednesday, December 10, 2008

Dear Friends,

**GET READY FOR DC YOGA WEEK 2009!**

**Dates: May 2 – May 9, 2009**

**Visit: [www.dcyogaweek.com](http://www.dcyogaweek.com)**

We are writing to invite you to participate in **the 4th annual DC Yoga Week, scheduled for May 2 through May 9, 2009**. As many of you know and have experienced during the past three years, DC Yoga Week has been a huge success with studios experiencing packed or sold out classes each day. Last year we added another fun community building event - Yoga on the National Mall!

**The mission for DC Yoga Week is to:**

- Provide opportunities for people living in the DC area to try a yoga class at a reduced cost, especially those who might be new to yoga,
- create a community of urban yoga studios in the city of Washington DC for future events, activities, and information sharing, and
- Increase awareness about the benefits of yoga and meditation for people living in the DC area, in an attempt to help encourage greater physical health and balance in our community.

As in the past years, participating DC Yoga Week studios will offer special discounts, receptions, free classes, and the like, to generate excitement and interest in yoga, and to bring new students to their yoga studio. While offerings may vary slightly according to your studio's particular business model and needs, it is our hope that the offerings will be as consistent as possible across studios to develop clearer public awareness.

The DC Yoga Week Committee has come up with the following **guidelines that must be met in order to participate:**

1. Each studio will offer at least one daily \$5 yoga class during DC Yoga Week.
2. Each studio will offer at least one free class during DC Yoga Week.
3. Each studio is invited and encouraged to offer special class pass discounts and other studio specific promotions during DC Yoga Week.

**Marketing and Advertising**

The DC Yoga Week committee will organize marketing and advertising for this event. Our past years efforts have been a huge success as far as press coverage through both paid for ads and free coverage. All participating yoga studios of DC Yoga Week will be mentioned in each advertisement, website, and marketing campaign to ensure balanced coverage.

### **Studio Contribution**

We are asking each participating studio to contribute \$500 in order to support our marketing and promotion efforts in order to make DC Yoga Week a success.

The \$500 will go towards the following:

1. Website Development
2. Press Releases and Public Relations
3. Print Advertising
4. Additional Marketing including posters, flyers etc.

*Any unused funds will be maintained in the DC Yoga Week Fund, which is sponsored and held by the non-profit association MAYA (The Mid Atlantic Yoga Association).*

### **Yoga on the National Mall**

We are in the process of securing a space for the 2009 Yoga on the National Mall. The planned date is May 9, 2009. All studios participating in DC Yoga Week will have opportunity to participate and help shape the day by joining the Yoga on the Mall committee. Once the committee is formed we will jointly decide how to use this space. Volunteers will be needed for this event! Please let us know how you would like to help.

### **How to Join DC Yoga Week**

We would like to have the full participation of all yoga studios within the District of Columbia. Please fill out the attached form by January 19, 2009, and return with a check to Carolan at the address at the bottom of the form. The form and all required information are due at the same time. Studios that submit information and join after January 19, 2009 will still be able to participate and be listed on the DC Yoga Week website, but unfortunately may not be listed in other marketing materials such as press releases, postcards, etc. due to the tight advertising schedule.

### **How to Help with DCYW**

In addition to your participation as a studio, we would love to have you or someone from your organization join us in organizing the week and Yoga on the Mall. We are especially in need of volunteers for the following roles: accounting, ad buying, studio outreach, and marketing, but we'll take anyone. This is an all-volunteer effort, so if you are able to commit at least 10 hours between now and May, please send us your information.

We will be holding our next organizational meeting on Monday, January 26, 2:30pm at Open City Restaurant in Woodley Park. Please RSVP to [annie@circleyoga.com](mailto:annie@circleyoga.com) if you plan on attending.

If you have any questions, please feel free to email us at [info@dcyogaweek.com](mailto:info@dcyogaweek.com).

Sincerely,

DC Yoga Week Steering Committee

Cassandra Corrales, Unity Woods Yoga Center

Annie Mahon, Circle Yoga

Debra Perlson, Flow Yoga Center

Carolan Sudol, Bikram Yoga Dupont

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**DC Yoga Week Participation Form**

*Please note this information (including payment) must be filled out in its entirety and received by January 19, 2009 to secure complete including on all marketing. If you are a past participant and would like to keep your information the same, just let us know!*

Yoga Studio Name: \_\_\_\_\_

is interested in participating in DC Yoga Week

\_\_\_ I have enclosed a check for \$500 to secure my studios participation. Please make check out to **DC Yoga Week**.

\_\_\_ I have sent the following via email by January 19 to these 3 addresses\* :

Anh-Thu Cunnion [acunnion@yahoo.com](mailto:acunnion@yahoo.com)

Niki Van [niki@van-studios.com](mailto:niki@van-studios.com)

Carolan Sudol [carolan@bikramyogadc.com](mailto:carolan@bikramyogadc.com)

1. Studio description – a short description of your studio (6-7 lines)
2. Current logo (we highly recommend your logo includes your studio's name)
2. Studio photograph
4. Website URL where you would like to direct people to from the DC Yoga Week website. We recommend this be your special DC Yoga Week page so visitors can get quick information on your DC Yoga Week schedule.

\* please send all information in one email if possible and write DC Yoga Week Information in the subject line for easy recognition.

Studio Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Please mail this form and your check to:

Carolan Sudol  
1615 Q St NW Apt 102  
Washington, DC 20009

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