



april 29 - may 5

Washington DC Yoga Studios Launch Inaugural DC Yoga Week

Metro DC area studios to offer free and \$5.00 classes between Saturday, April 29-Friday, May 5

Washington DC.....

Ten local area yoga studios today announce the launch of DC Yoga Week, the first annual event designed to celebrate the practice of yoga as a life-enhancing, stress-reducing discipline, and provide DC residents with the opportunity to try a yoga class for free, or at greatly reduced rates. Between Saturday, April 29 and Friday, May 5, studios participating in DC Yoga Week will offer at least one free class and daily \$5.00 classes open to the public, along with generous discounts on additional classes, class packages, and yoga merchandise. Many participating studios will also offer open houses, receptions and extra classes, to accommodate the anticipated interest and demand for classes during this week.

DC Yoga Week studios, which include Bikram Yoga, Capitol Hill Yoga, Circle Yoga and Budding Yogis at Circle Yoga, Flow Yoga Center, Georgetown Yoga, Hot Yoga, SomaFit, Spiral Flight, Tranquil Space and Unity Woods, are located across Washington DC. (Contact participating studios listed at the bottom of this release for details on individual studio events.) The Mid-Atlantic Yoga Association (MAYA) is also a co-sponsor of the event.

DC Yoga Week will culminate in DC De-stress Day on Friday, May 5, when the studios hope to encourage local area residents to take fifteen minutes out of their day to relax, breathe and focus on the present moment. SomaFit founder Theo Adamstein, Circle Yoga and Budding Yogis founder Annie Mahon and Flow Yoga Center founder Debra Mishalove are the inspiration behind DC Yoga Week, which they hope to turn into an annual event.

Comments Adamstein:

“Washington DC is a stressful, highly-competitive place in which to live and work, where people go days, weeks and months without ever taking a break. We want to improve the health, happiness and quality of life for everyone in DC by providing an opportunity for everyone living here to take time-out for themselves just to breathe, focus on the present moment, and relax their bodies and minds. We think they will be amazed at how much better they will feel as a result!”

Adds Mahon:

“DC Yoga Week is designed to celebrate the benefits of yoga, and to introduce it to people who might be curious, but have never tried yoga before. By trying one of our free or \$5.00 classes, we hope they get to experience the sense of well-being, serenity and joy yoga brings, along with increased flexibility and relaxation.”

DC Yoga Week’s Mission is as follows:

1. 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
2. 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 well-being in our community
3. Create a community of urban yoga studios in the city of Washington DC for future events, activities, and information sharing.

To find out more information, including an up-to-date list of participating studios, please contact Penelope Bell at MediaWare Communications, on T.301.951.2766, or via pennybell@earthlink.net, or visit the DC Yoga Week website at <http://dcyogaweek.com>.

2006 Participants

Bikram Yoga Dupont

Capitol Hill Yoga

Circle Yoga & Budding Yogis

Flow Yoga Center

Georgetown Yoga

Hot Yoga

Mid-Atlantic Yoga Association (MAYA)

SomaFit

Spiral Flight Yoga

Tranquil Space Yoga

Unity Woods