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4th Annual West Palm Beach Yoga Day USA Fact Sheet

What:

Yoga Day USA is a nationwide celebration created in 1999 by the national non-profit organization Yoga Alliance. Yoga Day is designed to raise awareness about yoga's benefits by offering workshops in communities all across the country. In West Palm Beach **free** classes, workshops and demonstrations will be offered throughout the day for a 4th straight year. The West Palm Beach Yoga Day is the largest free outdoor event in Florida.

When and Where:

Saturday, January 23, 2010 from 8:00 AM - 5:00 PM
Meyer Amphitheatre, Flagler Drive in Downtown West Palm Beach, FL (outdoors)

Who:

Over 1,000 people will participate from the novice to the beginner; intermediate to advanced practitioners. Event is open to all skill levels. The event will also include yoga, health and green exhibitors/vendors. All of the teachers participating in Yoga Day USA are registered with Yoga Alliance. As a Registered Yoga Teacher (RYT) they are recognized for demonstrating a level of "expertise" that includes meeting essential standards of training and experience, dedication to expanding their knowledge of yoga, and commitment to maintaining high standards of professional conduct.

2009 Yoga Day Statistics

- Over 900 attended
- Ages ranged from 2-78, mostly female
- 8 classes taught by Registered Yoga teachers
- 16 yoga studios represented
- Event has grown 700% in attendance since 2006

National Yoga Statistics

- Women/Men 77%/23%
- Median Age 36-45
- Family-oriented: 55 % married, 41% with children
- Median HHI \$85,000
- Graduated College: 91%**
- Professional/Managerial: 60%**
- Americans spend more than \$2.95 billion annually on yoga classes and yoga-related products.

* *Yoga Journal's "Yoga in America" 2005 Market Study*

** *2005 Yoga Journal subscriber study*

Yoga Benefits:

Some benefits of Yoga include: makes you feel better, stronger, and healthier; reduces stress or pain relief; improves fitness and/ or weight management; reduces high blood pressure, etc. Studies have demonstrated that practicing yoga and meditation, or combining both reduces pain for those with cancer, multiple sclerosis, auto immune diseases and chronic conditions such as hypertension, arthritis, asthma and carpal tunnel syndrome. Yoga is a valuable tool for people of all ages to improve their quality of life.

Yoga challenges the body and calms the mind while providing a sense of relaxation and rejuvenation. There is a style of yoga to suit everyone regardless of age, body type or fitness level. Yoga Day USA offers a great introduction to the benefits of Yoga for Life!

Local organizers, Living Fit Today (LFT) is a mobile fitness company, specializing in Yoga and Pilates that offers workplace fitness for local businesses and free events for the community throughout the year. Yoga Day USA is a national event created by the Yoga Alliance (YA), a non-profit organization, to promote awareness of Yoga and its benefits to individuals. YA is the leader in setting educational standards for Yoga teachers and schools.

Photos from previous years

