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6th Annual West Palm Beach Yoga Day Fact Sheet

Bringing the community together for a positive connection!

Who:

- More than 1,500 people will participate — from novices to advanced practitioners.
- Perfect for beginners — absolutely no experience is necessary
- For those who wish to try a different yoga style, athletes, couch potatoes, active or inactive adults, or those who need stress relief.
- Nearly 40 Yoga, health and green exhibitors/vendors selling products/services, available to answer questions.
- Over 20 yoga studios represented for participants to directly ask specific yoga questions.
- Organized by Living Fit Today, joined by celebrity fitness professionals, international teachers and other certified yoga teachers.

What:

The West Palm Beach Yoga Day is the largest free outdoor yoga event in Florida. Throughout the day, *free* classes will be offered. One day, three stages, 21 sessions of all things yoga both on and off the mat. The mission of West Palm Beach Yoga Day is to 1) raise awareness of Yoga and its benefits to individuals; 2) provide those new to Yoga a non-threatening environment to try Yoga; and 3) remain free for the community.

Where:

Meyer Amphitheatre
(Outdoors, Along the Intercoastal)
104 Datura St.
West Palm Beach, FL 33401

When:

Saturday, January 21, 2012
Marketplace opens at 8:30am.-5:30 p.m.

2011 Yoga Day Statistics

- Nearly 1,400 participants
- Ages ranged from 2-78, mostly female
- 14 classes taught by registered, certified Yoga teachers, including kids yoga
- Concurrent sessions offered
- Nearly 40 exhibitors/vendors
- Event has grown 1,000% in participation since 2007

National Yoga Statistics

- Women/Men: 77%/23%
- Median Age: 36-45
- Family-oriented: 55% married, 41% with children
- Median HHI: \$85,000
- College Graduates: 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*

The owners of event organizer Living Fit Today were inspired by the National Yoga Day, created by the Yoga Alliance, a non-profit organization. Realizing what they accomplished through their own health and weight issues, they are motivated to support the community — using their experience and organizing free events and fundraisers to motivate positive health and fitness changes among the participants. Living Fit Today has been recognized by the City of West Palm Beach for providing quality fitness programs.