



MEDIA KIT 2009



OUR VISION AND GOALS

National Yoga Month is a national awareness campaign to educate the nation about the **health benefits of yoga** and to **inspire both youths and adults** to take responsibility for their wellbeing by **focusing on prevention and healthy lifestyle choices**.

September is National Yoga Month, a perfect opportunity to initiate small lifestyle changes for yourself and your family. Join millions of health conscious individuals at hundreds of National Yoga Month events all over the country.

Our Vision

To **improve the overall health of our nation** through the practice of yoga and health-inspiring lifestyle changes and to **bring the yoga community together** and be a platform of unity.

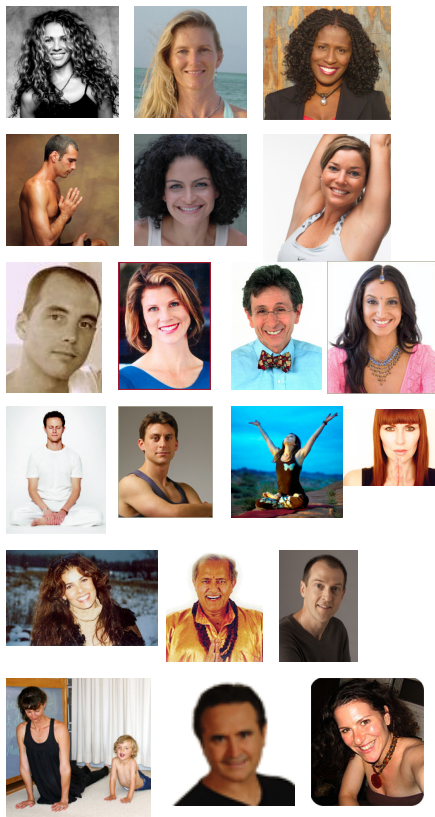
Our 2009 Goal

One Yoga Month event in every US city.

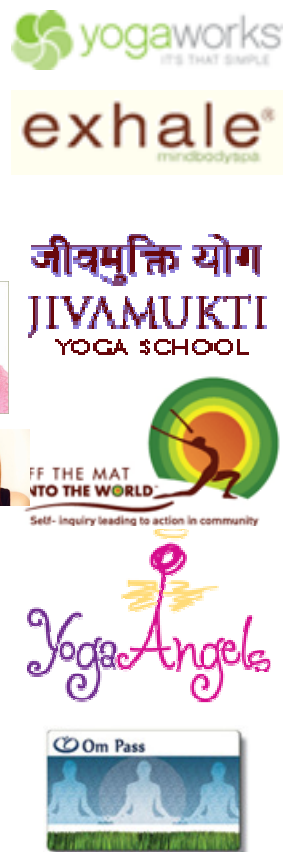


SUPPORTED BY THE YOGA & HEALTH COMMUNITY

Yoga Teachers



Yoga Studios



Yoga Organizations



Yoga Publications



Yoga-loving celebrities



OUR 2008 SPONSORS AND PARTNERS



Lululemon
 Skin Free Skin Care
 Whole Life Times
 Yoga Basics
 Yoga Canada
 Yoga Voice
 Karma Yoga
 Yoga Living
 Namaste Interactive
 Yoga Angels
 Ripple TV
 HUB
 Off the Mat
 Om Pass
 NAMASTA
 IAYT
 Dahn Yoga
 Common Ground
 Conscious Choice
 Yoga Sandals Company
 and more ...

OFFICIAL NATIONAL YOGA MONTH CELEBRATIONS

In 2008 thousands of yoga and health enthusiasts participated in the 10 City Yoga Health Festival Tour featuring yoga classes, lectures, music, entertainment, exhibits.



In 2009 we are expanding our strategy by focusing on

- **2 Official National Yoga Month Celebrations Events** and
- **encouraging local organizers to produce their own Yoga Health Festivals.**

NATIONAL YOGA MONTH CELEBRATIONS



Los Angeles, California

- Date: **Sept. 20, 2009 from 9am-7pm**
- Location: **Hangar Athletic Xchange**, Hawthorne
(prior airport hangar converted into gym, near LAX)
- **Free to the Public**

The main Yoga Month 2009 event in Los Angeles features:

- 12 - 4pm - Global Mala Yoga for Peace Sun Salutations
(1,008+ yogis practicing yoga, celebrating Yoga Month)
- 5-7pm Yoga Month Festival with
 - 50 yoga, health, green exhibitors
 - Healthy food, entertainment, kids and family fun
 - Premium SoCal Yoga Studios offering free yoga classes



NATIONAL YOGA MONTH CELEBRATIONS



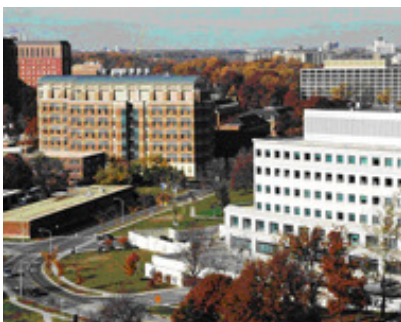
Washington, DC

- Date: **Sept. 8-9, 2009 from 9am-7pm**
- Event: As part of **NIH Mind and Body Week Sept. 8-11**
- Location: National Institute of Health, Natcher Building

Free to the Public

Explore the science and practice of yoga, meditation, and stress management during the NIH Mind Body Week. Presenters include Susan Bowen, John Schumacher, Sat Bir Khalsa, PhD, Timothy McCall, MD, Hugh Byrne, PhD, Dharma Khalsa, MD, Beryl Bender Birch, Kelley McCabe, Felicia Tomasko, Rita Trieger, Jonathan Foust, and many more.

All events are **FREE** and open to the public. CEUs will be available through Yoga Alliance.





Email: join@yogamonth.org
Internet: www.yogamonth.org
Phone 310 928 6638

HUNDREDS OF YOGA MONTH EVENTS

National Yoga Month 2009 is a grassroots campaign. Hundreds of Yoga Studios, Teachers, Individuals and event organizers will create their own National Yoga Month events in their city.

Partners include: Yogaworks, Exhale, Equinox, YogaFit, Global Mala Yoga for Peace, YogaAid Challenge, Yoga Alliance, IAYT and many more.



One Yoga Month Event in Every US City

Yoga Month will inspire organizers across the nation to add special events to their calendar:

- Lectures about Yoga and Health
- Yoga in the Park
- Festivals and Concerts
- Yoga Classes for kids, at-risk-youth, minorities



YOGA MONTH CARD (One Week Free Yoga)



Millions will receive an offer for One Week Free Yoga to be redeemed at thousands of participating studios and locations.

The Yoga Month Card will be distributed online, print, radio, TV with hundreds of partners like:

Yoga Journal, Yogamates, Health Magazine, Prevention, Mercola, WebMD plus corporations, children, senior citizen organizations.

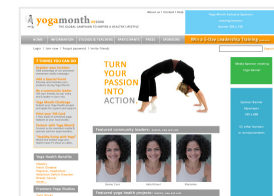
Participation is easy:

- Visit www.yogamonth.org/yogamonthcard.
- **Select a participating yoga studio or teacher** in your area
- **Print out** your Yoga Month Card
- Redeem your **Yoga Month Card** at your local studio and start living healthy.

MEDIA AWARENESS CAMPAIGN

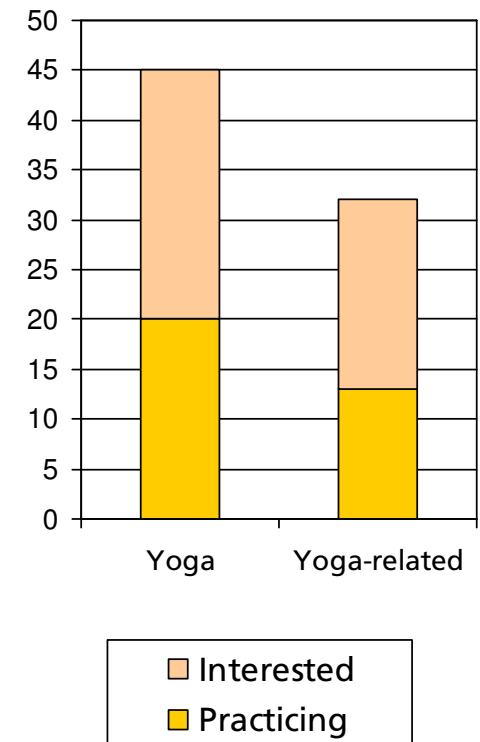
Through our diverse marketing efforts we intend to reach **15+ Million of health & socially conscious individuals.**

- **2,000+ participating yoga studios, health centers, teachers**
- **Featured ads and editorials** in Health Magazine, Yoga Journal, LA Yoga, Yoga+, Fit Yoga and many other local and national magazines
- **Radio/TV campaign** (like Ripple TV, reaching 30 million viewers and others)
- **Yoga Month Card new student program** “One Week Free Yoga”
- **Postcards and posters** introducing the events
- **Yoga Month social networking site** incl. volunteer program
- **Extensive internet advertising** through affiliate and partner organizations
- Viral marketing via **Yoga Community, MySpace, YouTube** and **new media** portals.
- **Editorials** in major health, yoga, health, fashion magazines and tabloids



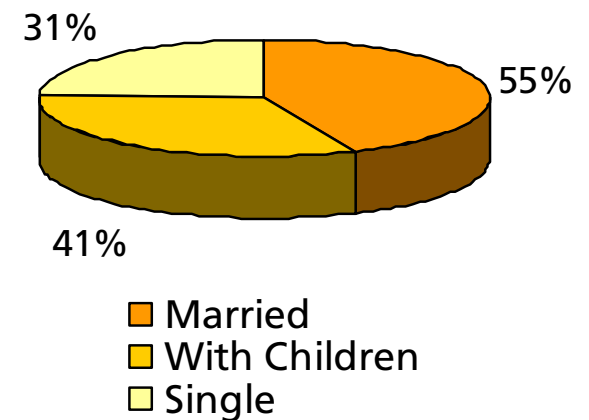
YOGA FACTS

- **20 million** U.S. adults **practice yoga**
- **25 million people** say they intend to try yoga.
- **Yoga-related** practitioner (Pilates, Qi-Gong, etc.) are estimated at 15 Million
- **30,000+ yoga teachers** at thousands of yoga studios.
- **Worldwide** Yoga practitioners estimated at **250+ Million.**
- Yoga ranks as one of the **10 most commonly used Complementary-Alternative Medicine therapies.**
- **Yoga's health benefits** (body, mind, spirit) are numerous; a very high payoff for the amount of effort involved



YOGA FINANCIAL FACTS

- 77 % women and 23 % men
- **Family-oriented:** 55 % married, 41% with children
- Median Age: 36–45
- Graduated College: 91 %
- Professional/Managerial: 60 %
- Median HHI: \$ 85,000
- Americans spend more than **\$2.95 billion annually** on yoga classes and yoga-related products.
- The LOHAS (health and green) market is estimated at **\$260 billion**.



Source: Yoga in America Study by Yoga Journal 2005 - www.namasta.com