

Contact: David Lurey, Green Yoga Association, 415-948-6117
Email: david@greenyoga.org

For Immediate Release

Yoga Studios Go Green – Green Yoga Association Announces Launch of Green Studios Pilot Program

SAN FRANCISCO (November 15, 2005) - The Green Yoga Association, in partnership with the Center for a New American Dream, announces the launch of the Green Studios Pilot Program. The Green Studios Program will help yoga studios green their businesses by providing inspiration and green resources.

“For many yoga students, their yoga studio is a sanctuary from the stresses of their lives. A studio maintained, furnished, and constructed with products that are safe for human health and the planet is more inviting for yoga practice,” said David Lurey, a yoga teacher and Green Yoga Association founding board member. “Studio owners who demonstrate that they care about the well being of the planet will find greater loyalty and affinity in their students.”

The outcome of the Pilot will be the Green Studios Handbook. An invaluable resource for greening yoga businesses, the Green Yoga Association will distribute the Handbook to 1,000 yoga studios, yoga teachers, and teacher training programs nationwide.

During the yearlong Pilot Phase of the Green Studios Program, twenty-two yoga studios will explore how to make their businesses ecologically friendly in ways that are both financially and operationally feasible. The Pilot Studios will share inspiration, resources and solutions through teleconferencing and online discussion forums. The Center for a New American Dream will provide targeted information and resources based on identified needs. In addition, Gaiam Real Goods will lend the expertise of its staff in the area of alternative energy. By the end of the year, the studios will have measurably reduced their negative impact on the well being of the planet, and will be models in their communities of green values and practices.

“I believe Yoga means union in all aspects – how can we practice Yoga if we are disconnecting ourselves from our environment and the communities of the world? We have to practice what we preach and put our beliefs into action,” said Toi Lynn Wyle, co-owner and director of World Yoga Healing Arts Center, a participating studio in Walnut Creek, CA.

Green Yoga is about practicing non-violence toward the planet as well as to all beings. In the yogic scriptures, the human body, the earth, and the entire cosmos are considered the temple of the divine. The Green Yoga Association is working to help people awaken to this truth in Yoga today--the earth and the human body are sacred, and therefore should be treated with reverence and care.

The program was initiated and will be coordinated by Lurey. For more information on the Green Yoga Association, contact Lurey at 415-948-6117, or visit www.greenyoga.org

Participating Studios

Austin Yoga School, Austin, TX
Breathe Studio, Fort Worth, TX
Eco-Res Tulum Resort, Tulum, Mexico

Greenpath Yoga, San Francisco, CA
Inhale Yoga, Marietta, OH
It's All Yoga, Sacramento, CA
It's Yoga Columbus, Columbus, OH
Maya Yoga Maui, Maui, HI
Pleasure Point Yoga, Santa Cruz, CA
River's Edge Yoga, Alexandria, VA
Sanctuary Yoga, LLC, Menasha, WI
SOMA Yoga, Fremont, CA
Satori Yoga Studio, San Francisco, CA
Yoga Hanalei, Kauai, HI
Yoga Tree San Francisco (four locations), San Francisco, CA
Yoganic, San Diego, CA
Yogasyllum, Brookfield, WI
Wild Mountain Yoga Center, Nevada City, CA
World Yoga Healing Arts Center, Walnut Creek, CA