

For Immediate Release
Portland Yoga Studio Launches Community Campaign
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The Portland Yoga Studio is launching a Community Campaign this month. The year-long campaign features monthly “pay what you can” community yoga classes, three of which will benefit Portland area non-profit organizations.

Our lives are interconnected. In small cities like Portland, we feel and experience these connections. Elaine and Francis McGillicuddy founded Portland Yoga Studio (PYS) in 1989. Since then, PYS has kept the needs of the community in mind.

Elaine says, “Francis and I are very grateful for the past and for the continuation of Portland Yoga Studio’s trademark tradition, that is, a tradition of commitment to excellence and of dedication to its students’ enhanced good health.”

Stephanie Abrams, teacher and current owner of PYS says, “The Community Campaign is a celebration of 20 years in business, as well as a chance for our existing students to see how connected we all are to our local community by participating in the benefit classes, and for new students --perhaps staff, organization members, or beneficiaries of non-profits-- to see how yoga might help them. Also, it’s a great way to highlight some non-profits in Portland that are doing tremendous work to support our community.”

The word yoga stems from the *Sanskrit* word *yuj*—to yoke, or to unite. As yoga practitioners develop a dedicated practice “on the mat”, they gain energy, good health, and clarity.

Abrams continues, “Our hope in practicing and teaching yoga is that we begin to awaken to the connections between us all. The Community Campaign is aligned with these hopes.”

“I was trying to find a way to highlight the inter-connectedness of our community, as well as a way to reach a larger audience. Yoga is so beneficial for our whole being: physical, emotional, mental and spiritual.”

The Community Campaign will kick off with a party on Friday, March 13.

The first non-profit partner to benefit from this program will be Preble Street. Elena Schmidt of Preble Street says, “The work of Preble Street depends on connections. We connect people struggling with homelessness, hunger, and poverty to resources that can help them move beyond their problems. And getting to those solutions depends on connections—neighbor helping neighbor. Whether it’s serving a meal or collecting clothing or writing a check, each of us can contribute to the well-being of women, youth, and families in our communities.”

Preble Street’s benefit class will be held Friday, April 24. All are welcome. Habitat for Humanity and WINI (Women in Need Industries) are the other Portland organizations selected to partner with PYS.

The months when benefit classes are not being held, PYS will offer Community Classes. These classes are pay-what-you-can, and are offered as a way to honor and build community.

“Especially during stressful times, it is important that we find a way to connect— with ourselves and with others in our community,” says Abrams.

Community Campaign Event Schedule

Friday, March 13 Community Campaign Party (free, all are welcome) 6:30-9:00 pm
Friday, April 24 Community Class (pay what you can) 5:45-7:00 pm
Friday, May 8 Benefit Class for Preble Street (\$1-500) 5:45-7:30 pm
Friday, June 12 Community Class (pay what you can) 5:45-7:00 pm
Friday, July 10 Community Class (pay what you can) 5:45-7:00 pm
Friday, August 21 Community Class (pay what you can) 5:45-7:00 pm
Friday, September 11 Benefit Class for Habitat for Humanity (\$1-\$500) 5:45-7:30 pm
Friday, October 9 Benefit Class SARSSM (\$1-\$500) 5:45-7:30 pm
Friday, November 13 Community Class (pay what you can) 5:45-7:00 pm
Friday, December 11 Community Class (pay what you can) 5:45-7:00 pm