

## Press Release



3909 Main Street  
Kansas City, Missouri 64111  
816.256.4443

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**Contact:** Darryl Olive, Director of Programs, KCFitnessLink: 816.256.4443

### **KCFitnessLink to celebrate Yoga Day USA and to announce corporate yoga program**

Yoga makes people feel better, stronger and healthier. Just ask the more than 17 million Americans who practice yoga regularly. Yoga Day USA on Saturday, January 26, 2008, offers those who haven't tried it and current practitioners the opportunity to experience first-hand how yoga can enrich their lives.

KCFitnessLink is joining yoga teachers, studios and schools across the country by offering free classes from 9:00-10:00 a.m. and 11:00-12:00 p.m. These classes are open to all ages and fitness levels and will be held at the KCFitnessLink, located in the heart of the city at 3909 Main Street. People interested in attending can register online for the event at [www.kcfitnesslink.com/events](http://www.kcfitnesslink.com/events).

The event is also a fundraiser for Associated Youth Services, The Kansas City Free Health Clinic and Save Inc., so aspiring yogis can experience Karma yoga, the act of selfless giving. Participants will be able to contribute donations to the organization of their choice.

Studies have demonstrated that practicing yoga postures, meditation or a combination of both can reduce pain for those with cancer, multiple sclerosis, auto immune diseases and chronic conditions such as hypertension, arthritis, asthma and carpal tunnel syndrome, among others.

Yoga also challenges the body and calms the mind while providing a sense of relaxation and rejuvenation. This is why KCFitnessLink is launching its Yoga Corp program, designed to help employers offer yoga and meditation in the workplace to combat loss of productivity, stress and physical inactivity. According to the Mental Health America, the country's leading nonprofit dedicated to helping all people live mentally healthier lives, the outcomes of stress and depression (such as absenteeism, employee turnover and lower productivity) account for \$150 billion in lost revenue for American companies annually.

Yoga Corp will help employers provide a mind-body solution by lowering medical costs, boosting productivity and reducing absenteeism. Through onsite yoga and meditation classes, corporate retreats and workshops, the program allows employers of all sizes to have a substantial impact on employees' health status with minimal investment.

#### **About KCFitnessLink**

KCFitnessLink is Kansas City's leading mind-body fitness studio and school, providing consumer and corporate holistic health programs and nationally recognized educational training for fitness professionals. [www.kcfitnesslink.com](http://www.kcfitnesslink.com)

#### **About Yoga Day USA**

Yoga Day USA is sponsored by the Yoga Alliance. A non-profit professional organization, Yoga Alliance is the leader in setting educational standards for yoga teachers and schools. [www.yogadayusa.org](http://www.yogadayusa.org)

## **Benefit Organizations**

### **About Associated Youth Services**

Associated Youth Services (AYS), located in Kansas City, Kansas, provides crucial intervention and programs to underprivileged youth in crisis situations. For over 35 years, AYS has served as a community anchor for youth services in Wyandotte County and the State of Kansas, working to advance the social, educational, emotional and overall health and success of youth and families. <http://www.aysusa.org>

### **About The Kansas City Free Health Clinic**

Founded in 1971, The Kansas City Free Health Clinic promotes health and wellness by providing quality services, at no charge, to people without access to basic care. <http://www.kcfree.org/>

### **About Save Inc.**

Through comprehensive housing solutions, SAVE Inc. empowers those living with, or at risk for, HIV/AIDS to lead healthy stable lives with personal dignity. <http://www.saveinkc.org>