



SATURDAY, JULY 14, 2018

8AM - 7PM

MORAVIAN COLLEGE

BETHLEHEM, PA

WWW.LEHIGHVALLEYOGAFESTIVAL.COM

FOR IMMEDIATE RELEASE

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Fifth Annual Lehigh Valley Yoga Festival Returns to Moravian College
*Fundraising Event Focuses on the "Intersection of Yoga and Medicine" with
a Promotional Ticket Offer Available Until April 30*

BETHLEHEM Pa., March 20, 2018 – The Lehigh Valley Yoga Festival returns Saturday, July 14, for its fifth year as both a favorite summer community event and the only yoga festival of its kind in the Lehigh Valley and surrounding area. The fundraiser will once again be held on the gorgeous campus of Moravian College in the heart of downtown Bethlehem, Pennsylvania. The event is organized by the Pratyush Sinha Foundation, and all funds raised will further its mission to assist our local communities in achieving health and harmony through yoga and mindfulness programs.

Hope Meixell, co-chair of PAWS (Promoting Active Wellness Sustainability), the wellness committee at Moravian College, states, "PAWS is excited to have the Lehigh Valley Yoga Festival at Moravian College because yoga fits into all lifestyle goals that the committee aims to promote and support: health, fitness, and wellness."

The festival theme, "The Intersection of Yoga and Medicine," has inspired the addition of the festival's first-ever panel discussion, which includes 5 experts in the fields of yoga and mindfulness for trauma, mental health and psychiatry, yoga therapy, and oncology. According to Prabha Sinha, executive director of the Pratyush Sinha Foundation, "We are at an important juncture in the growth of human civilization: modern medicine is recognizing and attesting to ancient techniques as viable and affordable ways to heal and recover from the maladies that plague us today. There is an all-time high of people flocking to yoga studios or even using the internet to gain access to this ancient knowledge that might be the key to health and harmony. We hope that we can extend this reach to hundreds more people in and around the Lehigh Valley, who can come gain firsthand understanding of how this works at this year's festival."

In keeping with the festival mantra, "Yoga for Every BODY," the event line-up features chair yoga, gentle yoga, and sessions and classes on yoga for cancer, back care, bigger bodies, and more, to make the event accessible and all-inclusive. By popular demand, children's yoga classes have been added to the schedule.

A promotional ticket offer is available through April 30. The offer, priced at \$45.00, includes a 30% discount off day-of-event cost, a freshly prepared meal (Indian bento box [V] or Japanese rice bowl [V & GF]), a free Lehigh Valley Yoga Festival T-shirt

(value: \$15.00 online or \$20.00 at the event), and the festival concert of classical Indian santoor and tabla music by Anjeet and Ranjeet. There is free admission to all activities for kids under 14 years old. Tickets are available now on the new, easy-to-navigate, and interactive festival website, www.LehighValleyYogaFestival.com, which officially launched today. An additional feature this year is a concert-only ticket for \$20.00.

Platinum sponsors of the 2018 Lehigh Valley Yoga Festival include Moravian College, Sky Yoga, RMT Design, and WXPN. Gold Sponsors include Embassy Bank and St. Luke's University Health Network. Bronze Sponsors are 4Directions Counseling, LLC; All Bright Yoga; Tribe Yoga; and West End Yoga.

For more information on how to get involved as a sponsor or vendor, to place an advertisement, or to purchase tickets, please visit www.LehighValleyYogaFestival.com.

The Pratyush Sinha Foundation, a 501(c)(3) non-profit organization, teaches yoga and mindfulness in local schools and other community venues, including Boys & Girls Clubs, libraries, prisons, recovery and treatment facilities, and more. For information, visit www.pratyushsinhafoundation.org.

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