



SATURDAY, JULY 14, 2018

8AM - 7:30PM

MORAVIAN COLLEGE

BETHLEHEM, PA

WWW.LEHIGHVALLEYOGAFESTIVAL.COM

FOR IMMEDIATE RELEASE

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Pop-Up Yoga Party to Benefit Easton's Center for Animal Health and Welfare
*YogaPOP fundraiser a joint effort between Sky Yoga
and the Lehigh Valley Yoga Festival*

ALLENTOWN Pa., April 27, 2018 – On Sunday, May 6, animal lovers and yoga aficionados can converge at Sky Yoga, 961 Marcon Blvd., Ste. 424, Allentown, for YogaPOP, a pop-up yoga party featuring two yoga classes, music, a home-cooked Indian brunch, prizes, and giveaways. Hosted by Sky Yoga and the Lehigh Valley Yoga Festival, the event will take place from 10:00 a.m. to 1:00 p.m. and all proceeds will benefit The Center for Animal Health and Welfare in Easton, PA.

According to Rebecca de Jesús, marketing coordinator for the Lehigh Valley Yoga Festival, “YogaPOP kicks off a soon-to-be-announced series of yoga pop ups that will take place throughout the Lehigh Valley this spring in anticipation of the Yoga Festival on July 14. With so many of us who are involved with the foundation and the festival being animal lovers, we thought it would be great to hold a fundraiser to support a cause with which we identify. More to the point, the community is so supportive of our work, and we wanted to give back.”

The party will feature two opportunities to practice yoga: a Slow Flow with Prabha Sinha, executive director of the Pratyush Sinha Foundation (PSF), which organizes the annual Lehigh Valley Yoga Festival, at 10:00 a.m. and a restorative practice with Katrina Pelekanakis, proprietor of Sky Yoga and PSF treasurer, at 11 a.m., followed by a homecooked Indian brunch at noon. Music and giveaways round out the fun for a \$10 suggested donation. Attendees are asked to RSVP by calling (704) 608-5558 or e-mailing lvogafestival@gmail.com. RSVPs can also be taken through the Facebook event at [@lehighvalleyyogafestival](https://www.facebook.com/lehighvalleyyogafestival).

“The Sanskrit mantra Lokah Samastah Sukhino Bhavantu means, ‘May all beings everywhere be happy and free, and may the thoughts, words, and actions of my own life contribute in some way to that happiness and to that freedom for all,’” says Sinha. “Our well-being is closely interlinked with all beings on this planet.”

Formed in 1913, The Center for Animal Health and Welfare (formerly the Northampton County SPCA) is a private organization and no-kill shelter dedicated to providing a safe and healthy environment for animals. For more information, visit <http://healthyanimalcenter.org/>.

Using fundamentals from the Iyengar Yoga tradition, Sky Yoga's yoga teachings focus on body alignment, muscular balance, and development of strength, flexibility and breath control. The studio offers the Lehigh Valley community several levels of Iyengar classes and prenatal yoga classes. For more information, visit <http://skyyogalehighvalley.com/index.htm>.

In its fifth year, the Lehigh Valley Yoga Festival is both a favorite summer community event and the only yoga festival of its kind in the Lehigh Valley and surrounding area. The event is organized by the Pratyush Sinha Foundation, a 501(c)(3) non-profit organization that teaches yoga and mindfulness in local schools and other community venues, including Boys & Girls Clubs, libraries, prisons, recovery and treatment facilities, and more. All funds raised by through the Lehigh Valley Yoga Festival further the foundation's mission to assist our local communities in achieving health and harmony through yoga and mindfulness programs. For more information, visit [www.LehighValleyYoga Festival.com](http://www.LehighValleyYogaFestival.com) and www.PratyushSinhaFoundation.org.

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