

For Immediate Release
Contact: Wendy Poltorek
WLee Communications
216-337-3521
wendy@wleecommunications.com



"Vinyasa Yoga, the first Fitness Trend of the 21st Century, Arrives in Cleveland"
Introducing Cleveland's Premier Yoga Center

Cleveland, OH – April 21, 2004 – Sandy Gross – Studio Owner/Director has developed the yoga studio of the future. Minutes from I-271/Chagrin Blvd. exit at 3737 Park East Drive - Beachwood, the 4,000 sq. ft. Evolution Yoga Studio offers 50+ classes a week in two eco-friendly yoga rooms. Evolution Yoga's web site, www.evolutionyogastudio.com, seeks to educate the community about yoga as well as provide information about the studios' classes, schedule, location and fees. For more information, interviews and photos, please contact Sandy Gross at 216-595-YOGA (9642).

Featuring Vinyasa "Flow" Yoga, Evolution's staff of 14 teachers also has extensive backgrounds in fitness training, massage therapy, physical therapy, competitive sports and/or dance. These aspects bring a high level experience with proper physical alignment and safety to the practice, which is essential for yoga as a popular exercise system of today. Establishing itself as the Vinyasa Yoga "school" in Cleveland, Evolution Yoga will also be hosting many workshops featuring renowned yoga teachers from all over the country. The studio will also be hosting the areas only Vinyasa Teacher Training program provided by New York City's premier yoga center, OM yoga.

Yoga is a low impact exercise system that balances strength with flexibility, which has made it very popular with our aging population. From the mental perspective, yoga is very popular as a great way to de-stress and to learn more how to be "in the moment". Vinyasa Yoga is truly the "evolution of fitness" for this decade because its' dynamic style links poses together in a flowing sequence that builds heat, stamina, flexibility and strength and fuses the time-honored wisdom of yoga philosophy with real life spirituality – a complete "mind/body" workout. Vinyasa Yoga's popularity has been building in the US for years and regions like LA, NY, Chicago and San Francisco all have yoga studios that have become the "health club of the 21st century". Evolution Yoga Studio's intention is to bring Vinyasa Yoga to the forefront in Cleveland as the accessible and non-intimidating yoga system that it is. For those brand new to yoga, new to the Vinyasa style, continuing students or for those who have a more advanced practice, Evolution Yoga has something for everyone. Evolution Yoga also features other Vinyasa based classes such as Mellow Flow, Hot Yoga, Sculpting Yoga, Core Vinyasa Flow, Restorative Yoga, Pre and Post Natal Yoga as well as other mind/body classes such as Tai Chi, Meditation and Yoga for Kids.

Evolution Yoga Studio has two large yoga rooms, a comfortable lobby, showers, and a yoga boutique. Because of yoga's strong emphasis on the breath, the yoga rooms feature air filtration systems, bamboo plants, low VOC paints, eco-friendly cork floors from Portugal and the entire studio is cleaned with products that are natural and contain no harmful chemicals. Essential oils are used to scent the rooms, rather than incense.

Sandy Gross, owner and director of Evolution Yoga Studio, is opening this facility in order to share the love she has for yoga with Northeast Ohio. She came to yoga searching for a way to deal with the stresses of life and to deal with some nagging fitness injuries. She has become one of the areas most knowledgeable Vinyasa Yoga teachers, hoping to also spread the word that yoga is so much more than simply a great workout. In Sandy's words, "Yoga gives you wonderful tools to help you deal with your life, physically, mentally and spiritually."

2220 Superior Viaduct, Ste. 3 Cleveland, Ohio 44113 Phone 216-337-3521 Fax 216-479-6700
wendy@wleecommunications.com