

NEWS RELEASE

Editorial Contact:

Susie Marino

415.613.9138

dearsusan@marino.com

SAN FRANCISCO HOSTS 3RD ANNUAL NORTHERN CALIFORNIA REGIONAL YOGA CHAMPIONSHIPS

-Yoga's Elite to Inspire-

SAN FRANCISCO – September 16, 2005 – Dozens of yoga's most lithe and limber will take the open-air stage at Justin Herman Plaza as San Francisco hosts the 3rd Annual Northern California Regional Yoga Championships next month. Organizers expect at least 500 spectators to turn out for free inspiration – Sunday, October 16 from noon to 3:00 p.m. The event is open to the public and admission-free.

This regional competition marks the chance for the best in yoga to not only deepen their practice, but to advance to the next level and represent Northern California in the 3rd Annual U.S. Yoga Championship. The top two male and female competitors will then go on to compete in the 2006 Bishnu Gosh Cup (also known as the 3rd Annual International Yoga Championship). Both the U.S. and international competitions will be held in Los Angeles on February 10th and 11th, respectively. 25 other states are expected to join California in hosting regional championships, while 15 countries are expected to participate on the international level.

The championships are open to adults practicing yoga of any discipline. Once on-stage, each competitor will be allowed only three minutes to demonstrate seven Hatha Yoga poses for a panel of judges who will be brought in from areas outside of Northern California. Winners will earn paid travel expenses to the U.S. competition, trophies and apparel prizes, while the winners of the final international championship will be awarded cash and travel prizes.

Funky Door Yoga, a popular Bikram studio with four Bay Area locations, is the main sponsor for the regional championship in San Francisco, while other leading local yoga studios have stepped in to provide support as well. The championship's original wellspring (which still flows) is Bikram and Rajashree Choudhury. The well-known yoga couple and organizers point to a few overarching reasons for bringing the championships to the public. There is hope to inspire people of all types to begin or deepen their yoga practice of choice. The group wishes to create momentum directed at gaining inclusion in the Olympic Games. And finally, they would like to encourage the on-stage competitor to 'compete with oneself' and ultimately deepen his or her own practice.

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SAN FRANCISCO HOSTS 3RD ANNUAL NORTHERN CALIFORNIA 2-2-2-2

“Yoga competition is not about competing with other people. It is about competition with the individual,” explains Bikram Choudhury, founder of the Bikram Yoga College of India.

As spectators appreciate the inner and outer strength and beauty of the yoga competitors, they will also have the chance to enjoy product samples from event sponsors, such as, LUNA, Kashi, Glaceau Vitamin Water, ZICO Coconut Water, Elaina Love of PureJoy Living Foods, PA~RAW~DISE and TaTa Raw. Additionally, thanks to clothing sponsors, competitors can sport the latest yoga fashions found in their goodie duffle bags: Lululemon, Shakti, Hara Juku and Breathe Yoga. The event will also offer raffles, yoga demonstrations, pose-offs and other amusements.

Leading up to the championship in San Francisco, a series of fundraising events, including workshops, training and a heralded yoga class with Rajashree Choudhury, will take place at the Funky Door Yoga studios. Funds raised will be donated to Hurricane Katrina relief efforts.

For more information and updates, please visit <http://www.funkydooryoga.com>.

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