

Yoga Studio Chain and Software Developer Team Up to Fight Childhood Obesity

Day of "Yoga Marathons" will benefit Louie's Kids, helping overweight kids, teens lose weight.

October 20, 2005: An ancient practice in balance and flexibility will be put to use to help eliminate a not-so-ancient health issue: childhood obesity.

MINDBODY Online, a California software developer, and Core Power Yoga, a group of yoga studios located in Colorado, Oregon, and Minnesota, are joining the fight against childhood obesity by hosting a day of yoga marathons to benefit Louie's Kids, an organization that provides scholarships to overweight children to attend weight loss camps and programs.

"Our clients' focus is on helping people achieve and maintain healthier lifestyles," said Rick Stollmeyer, founder and President of MINDBODY Online. "We are happy to be able to support yoga marathon host studios manage their events and contribute to such a worth cause as fighting childhood obesity."

The marathons will take place on Saturday November 5, 2005 in six of Core Power Yoga's locations: Denver, Boulder, Cherry Hills and Colorado Springs in Colorado; Portland, Oregon; and Minneapolis, Minnesota. People interested in participating can learn more at www.FightChildhoodObesity.com.

A yoga marathon is like any other pledge-drive marathon. Participants gather pledges for the number of yoga positions they will complete during the marathon class. The goal of this marathon is 100 poses.

Yoga marathons for Louie's Kids began in Charleston, South Carolina at Noele Pace's Serenity Now Yoga. Since then, marathons have been hosted in other areas, such as Asheville, North Carolina. Proceeds from the marathons are donated to Louie's Kids to benefit children and teens who have applied for scholarships to weight loss camps and programs, or can be collected to benefit a particular applicant from the community in which the marathon takes place.

Louie's Kids (www.LouiesKids.org) was founded by Louis Yuhasz following the death of his father "Big Louie," who weighed nearly 550 pounds at the time of his death. Yuhasz wanted to honor his father and help overweight kids avoid the struggles and health problems his father experienced as an obese adult. The number of scholarships available each year depends solely on the amount of private donations Louie's Kids receives. Scholarships are distributed based on the combination of health and financial need.

"Yoga marathons are a great way to enroll a community behind a cause," said Yuhasz. "We've had fantastic response to previous marathons and are hoping to see this trend grow. "

People who wish to participate in the yoga marathon can download a pledge form and register online at www.FightChildhoodObesity.com, or visit one of the locations listed above. Online registrants will sign up using MINDBODY Online's Web-based scheduling system, one of the features of the company's business management technology.

Used by over 1,000 yoga, Pilates and dance studios, spas, resorts and fitness centers, MINDBODY Online specifically meets the needs of business owners in the personal service provider industry. To learn more about MINDBODY Online, visit www.mindbodyonline.com.

