



FOR IMMEDIATE RELEASE

Yoga Rocks the Park Announces Partnership with Give Back Yoga Foundation

-- 5% Donation to Benefit Underserved Groups and Communities --

(Denver, Colorado) Feb 18, 2014 - Yoga Rocks the Park™ (YRP) today announced its partnership with Give Back Yoga Foundation, headquartered in Boulder, Colorado. Among the partnership benefits is the provision of a 5% donation of national net profits from YRP's ticket sales to the Foundation, with another 5% donation going towards local causes in each of the 20 host communities where YRP operates.

Donations to the Give Back Yoga Foundation will bring yoga to thousands of people around the country in underserved communities, including veterans, incarcerated veterans, at-risk youth, prisoners, and those with eating disorders. "Yoga as a path to peace should be available to all people," said Erik Vienneau, CEO and Founder of Yoga Rocks the Park™. "Each year at our Yoga Rocks the Park™ events, we reach more than 20,000 yogis. But many people fall outside the realms of our core visitor group. Our partnership with Give Back Yoga Foundation will further our mission of promoting peace and well-being by reaching underserved populations that the Give Back Yoga Foundation proudly serves. Together we can touch so many beings. I'm thrilled about the incredible potential of our partnership."

"Give Back Yoga Foundation's mission is to make yoga available to those who might not otherwise have the opportunity to experience the transformational benefits of this powerful practice," said Rob Schwart, Executive Director of Give Back Yoga Foundation. "We do this by supporting and funding certified yoga teachers in all traditions, to offer the teachings of yoga to underserved and under-resourced socio-economic segments of the community and inspire grassroots social change and community cooperation. I feel our partnership with YogaRocks the Park and their parent company, Open Sky Event Marketing is a way to join forces in fueling the growth of community-minded yoga events throughout the country."

For more information on Yoga Rocks the Park™ event information, please contact Traci Wallace at 442-222-0724 twallace@openskyeventmarketing.com or visit www.yogarocksthepark.com.

To learn more about The Give Back Yoga Foundation and how you can give back in your community, contact Shanti Medina at Shanti@GiveBackYoga.org or 720-841-8998.

About Give Back Yoga Foundation

Give Back Yoga Foundation inspires and promotes the methodology of classical yoga as a tangible and effective tool for transforming human consciousness. We strive to promote the experience of yoga as a powerful way to move beyond separateness, alienation, and diversity and fully recognize

the fundamental unity of the universe and the underlying connectedness among all beings, communities, nations and religions. Our goal is to move from 'self-centered' to 'community-centered,' passing the gift of yoga, one individual at a time, to empower people, build communities and aid in alleviating the pain and suffering in our world. To learn more about The Give Back Yoga Foundation and how you can give back in your community visit www.GiveBackYoga.org or contact Shanti Medina at Shanti@GiveBackYoga.org or on her cell at 720-841-8998.

About Yoga Rocks the Park

Yoga Rocks the Park™ is a movement to bring peace, joy and celebration to communities throughout the country. Yoga Rocks the Park began as a single event in Denver, Colorado seven years ago and is now celebrated in over 20 cities across the U.S. with 25,000 nationwide attendees at over 125 events. We continue to embrace the grassroots soul of our events and each event series is locally managed, staffed and supported by the local community. Our mission is to bring people of all ages to the park to celebrate community, play, bring light to local causes, engage with local wellness companies, and provide yogis with the opportunity to experience new teachers, styles, and flows, to live soundtrack provided by emerging local musicians. Each event series runs on select Saturdays & Sundays throughout the spring/summer, with 10% of net-profits donated to local and global nonprofit organizations. The weekly events feature an all-levels, 75-minute yoga class and a kids' yoga program, Camp YRP designed for children ages 3-10, live music and access to innovators in wellness in our vendor villages. For more information on Yoga Rocks the Park™ event information, please contact Traci Wallace at 442-222-0724 twallace@openskyeventmarketing.com or visit www.yogarocksthepark.com.

About Open Sky Event Marketing

Open Sky Event Marketing, Inc. (OSE) is a leading wellness-industry event production and marketing firm on a mission to create conscious community through the creation of world-class events such as Yoga Rocks the Park & Friday Night Yoga Club, that promote peace, giving, and well-being on a local and global scale. www.openskyeventmarketing.com

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