



PRESS RELEASE
For immediate release

Yoga Tribes Wants to Convert Montrealers to Yoga

The very first *Tout le monde yoga à Montréal* tour

Montreal, June 21, 2016 – Today, on the 2nd International Yoga Day, Montreal startup Yoga Tribes is launching *Tout le monde yoga à Montréal*, a unique event whose goal is to reach all Montrealers curious about yoga or interested in discovering this practice. Throughout the summer, this yogafest will offer numerous free yoga classes, so that Montrealers can discover different studios, teachers and styles of yoga in neighbourhoods within Greater Montreal.

A tour that will let Montrealers discover yoga

Interest in yoga practice has exploded in recent years. Right now, nearly 150,000 people in Montreal have engaged in or are now practicing yoga, while a majority of the active population expresses interest in trying it out. “By creating this yogafest, we want to reach exactly those people who say they are interested in yoga but haven’t yet dare to try it. It is a myth that you have to be flexible to do yoga. What we want to do is to demonstrate that yoga can help everyone, no matter their height, age, weight or physical condition. We want to promote access to yoga because we know there is no better way to appreciate its benefits than to try it and to adopt it,” says Sophie Lymburner, founder of Yoga Tribes.

Each class on the *Tout le monde yoga à Montréal* tour will be free and unique, in a festive and urbane atmosphere that reflects its particular location and yoga style. In addition to numerous free classes offered during the summer throughout Greater Montreal, the tour will spend the August 6 and 7 weekend in the Eastern Townships, at the enchanting Oneka organic farm in Frelighsburg. To participate in the free yoga classes, people must register at toutlemondeyoga.com. Beginning June 22, subscribers will receive details of all the free classes throughout the summer. The number of places available will depend on the capacity of each of the participating studios and locations.

The impetus for the start-up

A startup founded by Sophie Lymburner, CEO of the Blue Digital Agency, and developed by a group of local Web and yoga enthusiasts, Yoga Tribes is intended to be a commercial and collective platform for yoga teachers, studios and students from all over the world. Numbers are what will make this platform strong. The tour is intended as a way of promoting the platform and the benefits it offers to yoga

professionals in particular. To date, more than 10,000 studios and teachers all over the world have gathered on YogaTribes to share their news, classes, retreats and training programs.

- 30 -

About YogaTribes

YogaTribes is a collaborative and commercial platform for the yoga industry. It is a schedule of yoga classes in real time that brings together yoga teachers, studios and students from all over the world, a community of vibrant affinities that helps teachers and studios promote themselves through the social media. The mission of YogaTribes is to make yoga accessible to everyone... everywhere. YogaTribes is based on partnership, inclusion, authenticity, respect, commitment and co-creation.

To find out more about the *Tout le monde yoga à Montréal* tour, visit toutlemondeyoga.com

For more information about YogaTribes: YogaTribes.com

For more information or to request an interview, please contact:

Anne-Marie Viens
communications@amviens.com
514 691-3872

