



News release
For immediate release

**Georges Laraque becomes a shareholder of YogaTribes®,
a collaborative platform that makes yoga accessible for everyone, everywhere**

Montreal, August 31, 2017 - YogaTribes, the Montreal platform making yoga classes more accessible for all, announces its partnership with the multi-talented ex-hockey player and yogi with 15 years experience, Georges Laraque. This association aims to develop a global vision of the green and healthy lifestyle fostered by these two partners. Together, they put their mission forward: promote daily yoga practice and a healthy diet.

Many of Georges Laraque's business endeavours reflect his life philosophy: with respect to your own body and environment, adopt healthy lifestyle habits while practising yoga and maintaining a vegan diet.

Immersive Yoga at Peel Basin

The partnership between YogaTribes and Georges Laraque gets underway with the second edition of a unique event on September 9 at Peel Basin. During this **SoundOff™** immersive yoga session, yogis will engage in their practice in a relaxed, creative environment while wearing wireless headphones, ensuring a fully immersive and grateful experience.

“As an enthusiastic yoga follower for the last 15 years and businessman, I am always on the lookout for new trends, so I was instantly intrigued and then seduced by the YogaTribes immersive yoga event. After getting to know more about this company, I quickly understood that it fitted perfectly with my life philosophy, and I wanted to be part of it and become a motivated shareholder!” explains Georges Laraque, owner of the brand new restaurant, Délicieux Veg Fusion.

The unique immersive yoga event will bring together beginner and seasoned yogis, as well as Montreal wellness adepts during this activity-filled day that will be open to all and free. “Just as we bring yogis together online and connect them with the classes that resonate with them, we want to bring them together for extraordinary events like the Sound Off™. We hope our yoga events will help this practice become more accessible and wide-ranging”, stated Sophie Lymburner.

A sublime tasting of Délicieux Veg Fusion creations



Actively involved in the event, the shareholder Georges Laraque will be well represented by his new restaurant Délicieux Veg Fusion. All interested who have not yet had the opportunity to taste its vegan creations will be able to discover the many restaurant offerings on site. Georges Laraque says that “the green and healthy lifestyle that I promote in my personal life as in my business projects, like Délicieux Veg Fusion, align perfectly with the YogaTribes’ mission and values and its immersive yoga event. This is why I am proud to be a partner and now a shareholder of this great company”.

A day centered on wellness and open to the public

Throughout the day, yogis and site visitors can rest and recharge in the Green Zone, try SUP (Stand Up Paddle Board) yoga on land offered by POP Spirit, take part in the many activities organized by the Acro Yoga Montréal team, draw their own mandalas with Expo Yoga or even create Instagram stories or post their yoga clip on Musicali with us!

Thanks to our partners without whom this event would not be complete: Aura Vibe, Consilium, Délicieux Veg Fusion, ELMNT, Happy Tree, Idolem, King Island, Expo Yoga, Flight Tours, Les Coconuts, LOOP, Lymphome Canada, OatBox, Oneka, Parcs Canada, POP Spirit, Rise Kombucha, Rose Buddha, Studio Bliss, The BEAT 92.5, Thé Kusmi, TUNISAIR, Unique Foods and Voyages Menara. For the most part, these partners are local brands that advocate for a green and healthy lifestyle.

A festive atmosphere with participants decked out in their finery

Dressed in trendy and original clothes, event participants will feed the day’s “gypsy” theme, which is sure to create an even more inspirational and laid-back ambiance on every level. “We hope that our event will become the yoga equivalent of the Coachella Festival. We encourage all participants to be creative and open-minded, both in their approach and in their choice of outfits. We want you to come as you are, with your unique individuality, creativity and personality!” said Sophie Lymburner, founder of YogaTribes®. Following the evening’s VIP session, these yogis will trade in their practice mats for a grassy dance floor- also in SoundOff™ mode.

About Georges Laraque

Georges Laraque is a 13-year NHL veteran who has played for the Edmonton Oilers, Phoenix Coyotes, Pittsburgh Penguins and Montreal Canadiens. A committed believer in animal rights and a spokesperson for PETA, he became a vegan in 2009 and has, ever since, contributed to the vegetarian movement in Montreal by becoming co-owner of two raw vegan restaurants called *Crudessence* and *Rise Kombucha*, a raw, organic, vegan, fairtrade fermented tea beverage company. A conscientious environmentalist, Laraque stepped up in July 2010 to be the deputy leader of the Green Party. Since his retirement, Georges has become a best-selling



author with his book *Georges Laraque: The Story of the NHL's Unlikeliest Tough Guy*. He is also very active as a speaker. He has been invited to hundreds of events and has spoken on various topics such as sports, motivation, racism, bullying, electric mobility, veganism, charities and politics.

About YogaTribes®

Firmly rooted in Montreal, YogaTribes® is an international shared yoga class/event online calendar. The platform has already become indispensable, with over 100 different yoga classes listed daily in Montreal; and worldwide, YogaTribes.com features more than 10,000 studios and 1,000 instructors. A vibrant community of natural affinities that encourages yoga instructors and studios to self-promote through social media, YogaTribes®' mission is to make yoga accessible to everyone, everywhere. Search, find, reserve and *coming soon!* pay for your yoga classes directly on YogaTribes®.

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