

Happy Tails Yoga

A Cause for Paws

FOR IMMEDIATE RELEASE

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Happy Tails Yoga Puts You In “Position” To Stop Cruelty To Animals *2nd Annual Yoga Event Benefits NJSPCA*

Rockaway, New Jersey – March 1, 2010 – Yoga lovers, instructors and studios throughout New Jersey are being called upon to stretch, reach and bend into their best cow, dolphin, eagle and downward facing dog pose to benefit New Jersey’s abused animals.

During the month of May, 2010 Happy Tails Yoga (www.happytailsyoga.org) is hosting statewide yoga classes to benefit the New Jersey Society for the Prevention of Cruelty to Animals (www.njspca.org). The premise of Happy Tails Yoga is simple: during the month of May yoga teachers donate their time by teaching classes, attendees donate their money to take these classes. Happy Tails Yoga turns over 100% of the proceeds to the NJSPCA to benefit mistreated and neglected animals.

Happy Tails Yoga was established in 2008 by Energy in Motion (www.einmotion.com) and Rockaway, NJ resident Tiffany Twardowsky, and co-founders Dina Smoldaka of Colonia, NJ and Carly Porrello of South Plainfield, NJ as a way to combine their two passions: yoga and animals. "Yoga is the country's fastest growing exercise. There's so much good energy and so many good people in this community. Nobody was combining the good of yoga for the good of animals as a way to raise funds," stated Twardowsky. "So I thought of leveraging the yoga community to help do something good for animals in need."

Last year, over 180 animals lovers came together to raise \$3,900 for the NJSPCA. This year, Happy Tails Yoga seeks to, in one month, stretch its donation to \$5,000.

Participants interested in taking a class can visit the “schedule” section on the Happy Tails Yoga website and are encouraged to check back often as classes are constantly added. For those who cannot attend a class but would like to make a monetary donation, NJSPCA has a donation link on their website specifically for Happy Tails Yoga. You can also mail checks made payable to NJSPCA to:

Happy Tails Yoga
c/o Tiffany Twardowsky
PO Box 53
Rockaway, NJ 07866

Yoga teachers who would like to donate their time, or facilities that would like to donate their location, can register on the Happy Tails Yoga website as well. The deadline to register is April 15, 2010.

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