

Happy Tails Yoga

A Cause for Paws

FOR IMMEDIATE RELEASE

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Teaching Yoga in New Jersey to Benefit All Animals *Happy Tails Yoga Established to Profit NJSPCA*

Rockaway, New Jersey – January 1, 2009 – During the month of February 2009, New Jersey yoga instructors are asked to come together in raising money for a worthwhile cause -- the best way they know how -- by bending, stretching and relaxing.

Happy Tails Yoga: A Cause for Paws (www.happytailsyoga.org), a New Jersey based organization driven to raise funds for the New Jersey Society for the Prevention of Cruelty to Animals (www.njspca.org), is asking yoga instructors and studios to donate their time, talent and location to hold donation-only yoga classes.

The premise of Happy Tails Yoga is simple: during the month of February 2009 yoga teachers donate their time, attendees donate their money. Happy Tails Yoga then turns over 100% of the proceeds to the NJSPCA to benefit homeless, unwanted and unloved animals.

Happy Tails Yoga was established by three New Jersey yogi's trying to make life better for these animals. Dina Smodlaka of Colonia, NJ, Carly Porrello of South Plainfield, NJ and Tiffany Twardowsky of Rockaway, NJ discovered a strong connection to animals when sharing stories and photos of their own pets. Wanting to help, while sharing their love of animals and yoga with the community, they established Happy Tails Yoga determining the New Jersey Society for the Prevention of Cruelty to Animals to be the charity of choice.

“Yoga is more than just a form of exercise. It is a way of life, helping you enhance your own health and well-being,” states Twardowsky. “I have opened my heart to two special boxers I adopted from Second Chance Boxer and ASPCA and wanted to find a way to enhance the health and well-being of the too many abandoned, neglected and un-loved animals in New Jersey.”

Yoga teachers throughout the state who would like to donate their time, or facilities that would like to donate their location, can register on the Happy Tails Yoga website: www.happytailsyoga.org or by contacting Twardowsky directly at 908-305-6006. The deadline to register is January 20, 2009.

For those who cannot attend a class but would like to make a monetary donation, NJSPCA is in the process of creating a donation link on their website, www.njspca.org, 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

About the NJSPCA

The New Jersey Society for the Prevention of Cruelty to Animals was created in 1868 and is the second oldest SPCA in the country. Its agents were established as Law Enforcement Officers in charge of investigating and prosecuting all persons involved in animal abuse and neglect.

Their mission today is the same. Through the tireless efforts of highly trained and professional law enforcement personnel, they are making a difference...one animal at a time.

In addition, they are committed to educating the public on responsible pet ownership. The NJSPCA is funded solely by donations, grants, bequests and fines levied. It receives no government funding or tax dollars.

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