



NEWS RELEASE

Soula Power Yoga Studio Turns up the Heat on Fitness & Wellness in Downtown San José; Pledges Support for City Year

San José CA, February 6, 2009 – The Soula Power Yoga Studio announces its Grand Opening with the ‘Spirit of Spring’ Celebration Weekend to be held March 6-8, 2009, on the Paseo de San Antonio between South First and Second Streets in San José. The Studio’s mission is to bring the transformative health benefits of Power Yoga to the South Bay area, and to be an active member of the San José downtown business, civic and cultural community. Proceeds from classes held during the Opening Weekend will be donated to City Year, a non-profit organization providing youth with community service and leadership opportunities.

Soula Power Yoga Studio

Studio founder Marta Weinstock combines extensive study in Boston under Baron Baptiste and Rolf Gates with teachings of other masters such as Ana Forrest, Beryl Bender Birch and Mimi Louriero, and adds new techniques for an authentic Power Yoga studio experience available for the first time in the South Bay.

“We provide people of all ages and skill levels with an energetic, transformational yoga practice in a supportive yet challenging environment for their self-discovery, well-being and total body conditioning.”
Marta Weinstock, Founder

What is Soula Power Yoga?

Soula Power Yoga is a sequenced flow of athletic yet meditative movement, integrated with correct breathing, and set in a humidified workout space heated to 90°F. This loosens up the body for more flexible movement and a healthy hydration/perspiration cycle to flush toxins from the body and help the cells rejuvenate. Workout areas are also free of mirrors, music and other distractions so students can focus breathing, reconnect with their physical being and become more centered. Studio instructors personalize their teaching to the ability level each student brings to the mat, providing body alignment cues and safe modifications for effective practice.

Power Yoga can benefit everyone

Power Yoga has the proven potential to improve functioning of the human body’s respiratory, circulatory, and musculo-skeletal systems. Professional and Olympic sports trainers often incorporate Power Yoga into training regimens for the overall fitness and sense of well-being it brings to athletes preparing for intense competition. With regular practice, students at any skill level can build strength, stamina and balance, and find a path to self-discovery, mental and spiritual well-being.

“In 2008, the San José City Council passed a Resolution in support of health and fitness for its residents. Soula Power Yoga Studio provides a great opportunity for community members to improve health and fitness regimens.”
Forrest Williams, San José City Councilmember

The Soula Power Yoga Studio will reach out to a variety of groups in the community:

- Local residents, business professionals working downtown
- Current and former athletes engaged in cross-training programs
- Students of San José State University
- Stay-at-home moms, work-at-home professionals, local non-profit organization volunteers
- Guests of the Fairmont and other downtown hotels

Soula Power Yoga Studio Grand Opening Highlights

Soula Power Yoga / City Year

Evening Benefit Gala*

Ribbon-cutting and Benefit Raffle**

Friday, March 6 - 6:30 to 9:00 p.m.

Ribbon-cutting conducted by:

San José City Councilmember Sam Liccardo, and
Abi Maghamfar, Deputy Executive Director, San Jose
Redevelopment Agency

Artwork presented in collaboration with Phantom Galleries

Music performance by Universal Groove

By invitation only

'Spirit of Spring'

Grand Opening Weekend Celebration*

Power Yoga Classes:

Friday - 9 a.m. (Power Yoga), 12 p.m. (Hour of Power)

Saturday - 9 a.m. (Power Yoga), 11 a.m. (Power Yoga Basics)

Sunday - 11 a.m. (Power Yoga Basics), 4 p.m. (Power Yoga)

Spring Boutique Preview: Prana, Hyde, be Present, Green Dragon Yoga/Lifestyle clothing

*Proceeds from Benefit Raffle & Grand Opening Weekend classes will be donated to City Year.

** Benefit Raffle items donated through generosity of San José restaurants and other venues.

*"Soula Power Yoga exemplifies
why downtown San José
continues to be an exciting
place to live, work and play."*

**Sam Liccardo, San José
City Councilmember**

*"City Year looks forward to a
productive partnership with
Soula Power Yoga. We share a
deep commitment to improved
quality of life for the
people of Silicon Valley."*

Beach Pace, Executive Director

About Soula Power Yoga Studio

Soula (pronounced **soul•ah**) Power Yoga Studio is founded and managed by Marta Weinstock, an accomplished instructor who studied in Boston and has trained with America's celebrated yoga leaders, including Baron Baptiste, Rolf Gates, Ana Forrest, Beryl Bender Birch and Mimi Louriero. Weinstock blends original teachings of the masters with her own techniques and makes Power Yoga accessible to everyone. Soula Power Yoga is an intense whole body workout that integrates breathing and meditative movement sequences in a heated space. Group and private classes provide personalized instruction in basic to advanced techniques. Power Yoga Basics Intensives, Program-focused and Master Teacher Workshops are scheduled throughout the year. The Studio is located in downtown San José on the Paséo de San Antonio between South First and Second streets. Amenities include onsite showers, child care, a retail boutique, and parking validation. Visit www.soulapoweryoga.com.

About City Year

City Year unites young people of all backgrounds for a year of full-time service, giving them the skills and opportunities to change the world. As tutors, mentors and role models, these young leaders make a difference in the lives of children and transform schools and neighborhoods across the United States and in South Africa. Founded in Boston in 1988, City Year is a proud member of AmeriCorps. Visit www.cityyear.org.