



News release
For immediate release

**The second edition of Immersive Yoga,
presented by YogaTribes® and Sound Off™, takes flight**

A festive atmosphere for this full-day yoga event at Peel Basin

Montreal, August 16, 2017 – Building on its successful inaugural edition which attracted over 300 participants last year, YogaTribes® is proud to present the second edition of its Sound Off™ yoga event on September 9 at Peel Basin. Yogis will engage in their practice in a relaxed, creative environment while wearing wireless headphones, ensuring a fully immersive and grateful experience.

This year's edition will feature four different bilingual classes, all set to music by Selena Isles (DJ Serious Black):

- 10 a.m.: Urban Yoga Flow with Melody Benhamou, founder of Studio Idolem
- 12 p.m.: Yoga Mix (Kundalini, Kripalu, Hatha and Vinyasa) with François Turgeon of Studio Bliss
- 2:30 p.m.: Classic Hatha with Melanie Richards of HappyTree Yoga Studio
- 7:45 p.m.: VIP Vinyasa Flow session with Andrew Bathory of ELMNT Studio, followed by the **YogaTribes® Sound Off™** Dance Party

Tickets are on sale at Yogatribes.com at a cost of \$25 for the first three classes (10 a.m., 12 p.m. and 2:30 p.m.) or \$30 for the 7:45 p.m. VIP class.

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 – always with the **Sound Off™**.

Premier exhibitors and partners for a day centred on wellness

Throughout the day, yogis and site visitors can rest and recharge in the Green Zone, try their hand at land SUP (Stand-Up Paddle Board) yoga with POP Spirit, take part in the many activities organized by the Expo Yoga team, enjoy vegan snacks from Georges Laraque's new restaurant Délicieux Veg Fusion, draw their own mandalas, create Instagram stories or post their yoga clips on Musicali with us.

"As a passionate yoga practitioner over the past decade, I was quickly intrigued and then seduced by this YogaTribes® Sound Off™ event, which allows participants to focus and reconnect with themselves while surrounded by others who are all enjoying the experience together. I'm thrilled to be able to contribute to this unique event," noted event partner Georges Laraque.

Thanks to our partners, without whom this event would not be complete: Délicieux Veg Fusion, King Island, Expo Yoga, Lymphoma Canada, Oat Box, Oneka, Parks Canada, Rose Buddha,

POP Spirit, Rise Kombucha, The BEAT 92.5, Kusmi Tea, Les Coconuts, Loop, and Unique Foods Canada. For the most part, these partners are local brands that advocate for a healthy, wholesome lifestyle.

An inclusive event for both beginner and seasoned Montreal yogis

“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,” Sophie Lymburner claimed.

About Sound Off™ Canada

This event leverages wireless Sound Off™ technology, offering a uniquely tailored experience that will be sure to please. Participants will wear a light, comfortable headset which rules out ambient noise and delivers an extraordinarily immersive experience in which the instructor’s voice blends harmoniously with the musical setting.

About YogaTribes®

Firmly rooted in Montreal, YogaTribes® is a shared yoga class/event online calendar. The platform has already become indispensable, with over 100 different yoga classes listed in Montreal; overall, YogaTribes.com features worldwide 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. Research, find, reserve and (coming soon!) *pay* for your yoga classes directly on YogaTribes®.

-30-

Watch the promotional video:

French version
English version

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

Karine Casault
communications@karinecasault.com
514 924-3391

