



PRESS RELEASE

Programming under embargo until June 21<sup>st</sup>, 5 P.M.

## **International Yoga Day:**

Launch of *Tout le monde yoga*, free yoga this summer all over Montreal, and of YogaTribes, an innovative platform to find and reserve yoga classes

**Montreal, June 14, 2018** — On June 21st, Montreal start-up YogaTribes will unveil its programming for *Tout le monde yoga*, a summertime yoga event that will offer Montrealers free yoga all summer long, as well as officially launch its collaborative and commercial platform for yoga.

YogaTribes thus becomes the first universal shared calendar for yoga classes and events which allows you to look up a class, reserve a spot and pay for it. By bringing the instructors and studios to the yoga students, YogaTribes is contributing to a stronger, more connected yoga community. YogaTribes expects that as it becomes easier to find and reserve a class, more yoga studios will make their classes profitable, and more instructors will come forward, thus ultimately improving social well-being. So, it's no accident that YogaTribes chose International Yoga Day to unveil its two initiatives. Through its mission to make yoga more accessible to everyone, YogaTribes supports this thematic day which was created by the United Nations General Assembly to foster public awareness about the many benefits of yoga.

### ***Tout le monde yoga: Free Yoga for Everyone, Everywhere***

Through a partnership with studios and instructors in the Greater Montreal Area, YogaTribes has developed a diverse original programming with over 75 free classes offered between June 21st and September 20th. Among others, Montrealers will be able to take part in a Sound Off Yoga session offered by Yoga Sangha on September 2nd at Place des Arts as part of the Orchestre symphonique de Montréal's Classical Spree, initiate their children to yoga at the Théâtre Outremont on July 29th and practice yoga in some of Montreal's most beautiful places like Bota Bota in the Old Port, or the McCord Museum and, for a weekend, at the Oneka organic plant farm, located in Frelighsburg. The complete programming of free summer classes will be available starting June 21<sup>st</sup> at <https://www.yogatribes.com/tlmy2018>.

For YogaTribes, *Tout le monde yoga* is an occasion to demonstrate that yoga really is for everyone, regardless of size, age, weight or physical fitness level. Georges Laraque, spokesperson for the event, is the perfect illustration of the diversity among yogis. "As someone who has been passionate about yoga for fifteen years, I want to convey the message that yoga really can help everyone and that it encourages us to lead a healthier, more balanced lifestyle. I hope that the event reaches as many people as possible, especially those who haven't yet dared to try, because there is nothing better than trying it out to truly understand its benefits," the former professional hockey player maintained.

## **YogaTribes: The New Easy Way to Reserve and Pay for Your Yoga Classes**

The practice of yoga has rapidly evolved over the last few years. Today, there are more than 260,000 people who have tried yoga or currently practise it in Montreal, and a majority of the active population says they are interested in trying it out.

Given this increasing interest for yoga, and the need to help yoga studios and instructors to make a better living from this practice which is beneficial to everyone, Sophie Lymburner drew inspiration from company business models based on Sharing Economy like Airbnb and Uber, but also Instagram and Facebook, to create a new business model for the yoga industry. "With YogaTribes, we want to create a real community of interest united by yoga. Because the more it is available, the more people will practise it, and the more instructors and studios will be able to make a living from it," Sophie Lymburner, founder of YogaTribes stated proudly.

## **Give Back and Play a Key Role in the Yoga Community**

Today, over 700 instructors and as many studios across the Greater Montreal Area can be found on the YogaTribes platform, which receives over 10,000 visits each month. The instructors and studios can promote their yoga classes there. A 20% commission is paid to YogaTribes, and the instructors receive 15% if they contribute to promoting their classes. The commission is only paid on the class reservations, the cost of which is determined by each studio. By reserving through YogaTribes, the student enters into the instructor's *tribe*, and receives information about classes, workshop events and other news, which is why the name YogaTribes was chosen!

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## **About YogaTribes®**

A proud Montreal Company, YogaTribes® is the first shared calendar of yoga classes and events across the globe. A community of vibrant affinities that helps yoga instructors and studios to self-promote thanks to social media. The YogaTribes® mission is to make yoga accessible to everyone, everywhere. Search, find, reserve and pay for yoga classes directly with YogaTribes®.

**To consult the complete media kit, visit:**

<https://www.yogatribes.com/tlmy2018presse/>

**The following people are available for interviews:**

- Sophie Lymburner, President and Founder of YogaTribes
- Georges Laraque, spokesperson for *Tout le monde yoga*, yogi and former professional athlete
- all other instructors participating in the *Tout le monde yoga* programming

**For additional information or to organize an interview, please contact:**

Karine Casault

[communications@karinecasault.com](mailto:communications@karinecasault.com)

514-924-3391