



For Immediate Release

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AURORAE YOGA INTRODUCES NEW MICRO FIBER YOGA TOWEL

Mat-Length Towel Reduces Slipping and Absorbs Perspiration

Mahwah, New Jersey (May 27,2013) – Due to the success of Auroraae’s Micro Fiber Sport/Yoga Towel and the growing popularity of hot yoga, Auroraae Yoga has added a mat-length towel to its highly rated lineup of yoga mats and accessories. The Yoga Towel measures 72” x 24” and is available in Auroraae’s Crown color, violet. It is listed for sale on Auroraae’s website www.auroraeyoga.com, secure through Amazon.com. The list price is \$34.95, but the towel is currently on sale for \$24.95.

The Yoga Towel can be laid over a carpet or yoga mat in order to provide a clean yoga or exercise surface. The moisture-absorbing material is designed to reduce slipping and wipe away perspiration during yoga practice. Made from 80% polyester and 20% polycimide, the towel is machine washable, soft to the touch, eco-friendly, and hygienic. In addition to yoga, the mat towel can also be used for a variety of other fitness and leisure or recreational activities.

Auroraae Yoga was founded in October 2009 by Dennis Ingui, a former cancer patient who began practicing yoga to build his body and find inner peace of mind. Auroraae sells top-rated yoga mats, apparel, and accessories online through Amazon.com. Auroraae is headquartered in Mahwah, New Jersey, is a recipient of the STELLAService Award of Excellence, and is consider a Top 3% Amazon.com Seller.

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If you’d like more information about Auroraae, or to schedule an interview with Dennis Ingui, please call Eileen Connors at (504) 508-0796 or e-mail Eileen at eileen@auroraeyoga.com.