



For Immediate Release

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AURORAE YOGA RUNS CONTEST TO PROMOTE NEW YOGA APPAREL LINE

Lucky Winner to Receive Four Signature Items from Aurorae Yoga

Mahwah, New Jersey (February 25, 2013) – Aurorae Yoga is excited to announce their latest contest, “Show Us Your Downward Dog,” that requires participants to email a picture of themselves in the “Downward Dog” yoga position with a description of why they love yoga to marketing@auroraeyoga.com. Aurorae Yoga uploads each photo onto their contest board on Pinterest, and the person whose photo has the most “likes” and re-pins by March 8, 2013, will win an Aurorae prize package. The package includes the all new eco-friendly Aurorae Lenzing® Modal “The Ultimate” Racer Back Tank Top, a pair of Aurorae “The Ultimate” Yoga Long or Capri Pants, a Northern Lights Yoga Mat, and an Aurorae Sling Yoga/All-Purpose Backpack.

Aurorae Yoga launched their apparel line in January 2013, but like the company’s popular yoga mats and accessories, the apparel has already received strong reviews. The clothing line is manufactured in the USA and is made from an eco-friendly Lenzing Modal® fabric, which is made from 100% natural indigenous beech wood. The apparel is listed on Aurorae Yoga’s website and can be purchased through Amazon.com.

Aurorae Yoga is an online retailer of yoga mats, accessories, and clothing. The company was founded in October 2009 by Dennis Ingui, a yoga student and cancer survivor. Ingui began practicing yoga as an outlet in his life to help build his body and develop inner peace of mind, on which the foundations of Aurorae were founded. Aurorae is headquartered in Mahwah, New Jersey, received the STELLAService Award of Excellence in 2011, and is a Top 3% Amazon.com Merchant.

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