



For Immediate Release

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AURORAE YOGA INTRODUCES NEW MICRO-FIBER SPORT / YOGA HAND TOWEL

Lightweight Hand Towel Replaces Aurorae's Original Aurorae Sport Sweat Towel

Mahwah, New Jersey (July 15, 2012) – Aurorae Yoga launches a Micro-Fiber, eco-safe Sport / Yoga Towel to replace their Cotton Sport Sweat Towel. The 30"x20" hygienic sport towel is currently available in Aurorae's Crown color, violet, for purchase on their website Auroraeyoga.com secure through Amazon.com. The list price of the Micro-Fiber Sport / Yoga Towel is \$24.95 while the current sale price is \$12.95 on Amazon.com.

The Micro-Fiber Sport / Yoga Hand Towel is designed to act as an ideal moisture absorbent towel to wipe away perspiration during yoga practice. It can also be used as an extra grip for hands or feet if one finds their yoga mat to be slippery during practice. The Aurorae Sport / Yoga Hand Towel is made from 80% Polyester & 20% Polycimide, is machine-washable, and is a hygienic slip-free surface for yoga as well as an eco-safe multi-purpose towel for exercise and other leisure activities.

Aurorae is an online yoga retailer founded in October 2009 by yoga student and cancer survivor, Dennis Ingui, and sells top reviewed yoga mats and accessories online through Amazon.com. 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 two-time Amazon Top Holiday Seller.

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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.