



For Immediate Release

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Aurorae Yoga Introduces New Northern Lights Yoga Mat Colors

Mahwah, New Jersey (June 27, 2011) - Aurorae Yoga is proud to announce its Northern Lights Yoga Mat is now available in four additional colors. In addition to the Sunset color already offered, Aurorae has released the Northern Lights Yoga Mat in Sky (blue), Energy (purple), Passion (red), and Wilderness (green) colors.

The Northern Lights yoga mats have been created through inspiration from our universe's solar winds and the magnetic energy from its ultimate source, the sun. The mat's design replicates the Natural Phenomenon and Energy Source of the Northern Lights, and aims to draw out the potential that lies within all of us. Each individual mat has a uniqueness of its own, and no two mats are exactly alike.

All Northern Lights mats are made from PER Eco safe biodegradable material and are phthalates and latex-free.

The Northern Lights mats are extra long 72" x 24" wide and 5 mm thick to absorb impact on joints. Their odor free, durable, long lasting quality truly sets them apart from other yoga mats.

Aurorae Yoga is a family-run company founded in October 2009 by yoga student, Dennis Ingui, and sells the best-reviewed yoga mats and accessories on Amazon.com. Cancer-free for 10 years, Ingui started Aurorae as an outlet in his life to help build his body and inner peace of mind. Aurorae yoga mats have a 5-star Feedback rating on Amazon and became the top rated mat after less than a year of operation.

To see photos of all the Northern Lights Yoga Mat colors please visit <http://www.auroraeyoga.com>. Aurorae is also on Facebook & Twitter at @AuroraeYoga. For questions, call or e-mail support@auroraeyoga.com.

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