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AURORAE LAUNCHES #YOGISTRONG CAMPAIGN

Aurorae Asks Customers What it Means to Be #YogiStrong

Mahwah, New Jersey (March 30, 2015) – Yoga and wellness e-retailer, Aurorae, has launched a social media campaign, #YogiStrong, to empower individuals by helping them realize their potential and inner strength. Aurorae invites their supporters as well as fellow yogis to offer their version of what it means to be #YogiStrong. Individuals are encouraged to share their definition of being #YogiStrong on either Aurorae’s social media site or by tagging Aurorae on Facebook, Instagram, Twitter or Google+. Aurorae will be highlighting answers from supporters in an effort to build community and spread the #YogiStrong message.

Aurorae believes that yogis come in all shapes and sizes and that everyone has a story to share. “Being #YogiStrong has a different meaning to different people,” says Marketing Assistant, Aubrey Allison. “To some it might be a story of how yoga has helped them gain physical strength and exceed physical expectations while others might have stories of yoga helping them cultivate inner strength to face obstacles in life.” Aurorae wants to hear these stories and create a narrative of how everyone is #YogiStrong in their lives.

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, and is an annual Amazon Top Holiday Seller.

For more information about Aurorae, e-mail Eileen Connors at eileen@auroraeyoga.com.

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