



Illuminate Your Life.

Contact: Eileen Boh
Cell: (504) 508-0796
Email: eileen@auroraeyoga.com

For Immediate Release

**AURORAE INTRODUCES AQUA DIVISION WITH SPORT & SWIM TOWELS
Raises Funds for Breast Cancer Awareness Through Towel Sales**

Mahwah, New Jersey (October 6, 2015) – Popular active lifestyle family e-retailer, Aurorae, makes its third expansion of 2015 with its new Aurorae Aqua division. Aurorae Aqua's flagship product is the new Sport & Swim Towel, available in eight vibrant colors representing various global bodies of water and beaches, such as the Mediterranean Sea, Caribbean Breeze, Cayman Island and Sanibel Island, Florida. The oversized, microfiber Sport & Swim Towel is available online at Aurorae's website, www.auroraeyoga.com and on Amazon.com currently for \$24.99.

In commemoration of Breast Cancer Awareness Month, Aurorae Aqua will donate \$1 per Bermuda Sands (pink) Sport & Swim Towel sale made during the month of October directly towards breast cancer research.

As a survivor of prostate cancer almost 15 years ago, Aurorae owner Dennis Ingui, feels deeply about cancer research and its impact on family life and family is extremely important to Ingui. "It's all about the people," Ingui says about Aurorae.

Aurorae is an online active lifestyle retailer founded in October 2009 by yoga student and cancer survivor, Dennis Ingui, and sells top reviewed yoga mats, accessories, apparel, and outdoor gear 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 Amazon Top Seller.

###

For more information about Aurorae Aqua, please contact Eileen Boh at (504) 508-0796 or eileen@auroraeyoga.com.