

*****MEDIA ALERT*****



LOCAL YOGIS GATHER FOR 24-HOURS OF YOGA TO BUILD A HOME FOR A FAMILY IN NEED AT 3RD “CITY YOGATHON”

“NCIS” Star & Habitat for Humanity Volunteer Pauley Perrette Scheduled to Appear

Los Angeles, CA – June 23, 2009: [City Yoga’s](#) 3rd bi-annual Yogathon to benefit [Habitat for Humanity of Greater Los Angeles \(HFH GLA\)](#) will take place beginning at 9 am on Saturday, June 27th through 9 am on Sunday, June 28th in West Hollywood. For 24-hours participants of all levels will be instructed in various yoga styles while also enjoying yoga massage, music, food, drink and an appearance by CBS’s popular NCIS star, Pauley Perrette. Perrette will speak between 2-3 pm on Saturday about her long time involvement with Habitat for Humanity and advocate its mission to build safe, affordable housing. This year the studio hopes to quadruple the \$24,000 raised at its first event and double the \$56,000 raised last year in hopes of reaching the \$100,000 needed to sponsor “The House that City Yoga Built.” Money is raised through individual participant fundraising plus donations from Rancho La Puerta, Tender Greens, Lululemon, Whole Foods and other local businesses as well as anyone visiting <http://www.firstgiving.com/cityyogathon>. In addition to sponsoring the home, City Yoga staff and students will continue to go beyond the mat and volunteer to help build.

WHO: Habitat for Humanity of Greater L.A.; Actress Pauley Perrette; City Yoga staff and students

WHAT: City Yoga’s Yogathon! 2009

WHERE: City Yoga
1067 North Fairfax 2nd Floor
(at Santa Monica Blvd)
West Hollywood, CA 90046

WHEN: Saturday, June 27th 9:00 am – Sunday, June 28th 9:00 am

WHY: Los Angeles continues to rank last in housing affordability in the U.S. and on any given night as many as 82,000 people may be homeless. Since 1990 Habitat for Humanity of Greater L.A. has worked to improve this by partnering with hardworking families to build and renovate nearly 500 safe, affordable homes locally and worldwide. City Yoga created Yogathon! in 2005 to turn the yoga principle of being thoughtful and mindful into practice by using yoga to help families in need. In partnership with Habitat for Humanity, City Yoga has helped raise money and awareness for its mission and helped nurture not only its students, but the entire community.

(more)

HABITAT FOR HUMANITY OF GREATER LOS ANGELES strives to eliminate poverty housing through advocacy, education and partnership with families in need to build simple, decent affordable housing. Since 1990, HFH GLA has built and renovated nearly 500 homes locally and worldwide, transforming the lives of hundreds of individuals. For more information, visit www.habitatla.org.

CITY YOGA was established in 1999 and offers classes, workshops and retreats in Hatha Yoga, combining an uplifting Hindu Tantric philosophy and teachings with precise principals of biomechanics. The studio caters to both new and advanced students and is highly regarded throughout the country for its intensive teacher training programs. City Yoga is located in West Hollywood and can be found online at www.cityyoga.com.

Contacts:

Stacey Wiren
City Yoga
(323) 702-5401
yogathon09@gmail.com

Jo-An Turman
Sr. Director Marketing & Communications
T: 310-323-4663 ext. 121
jturman@habitatla.org

Angela Moore
Starfish P.R.
T: 310-429-8868
angela@starfish-pr.com

