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## FOR IMMEDIATE RELEASE

### **Savvy Executive Brings the Business of Hot Yoga to Ahwatukee**

PHOENIX, March 3, 2010—After spending 20-plus years in marketing and management roles, senior executive Sandra Lassiter has decided to combine her business smarts with her passion for the practice of yoga. The former publishing VP left her post in 2008, and has been strategically orchestrating the opening of Hot Yoga Ahwatukee ever since.

True to executive form, Lassiter has taken a measured approach to the business. She's become certified in several yoga disciplines, she's retained highly qualified instructors, she's built a website, she's secured plum real estate, and she's become aligned with powerful Chamber of Commerce resources. Her studio is scheduled to open in late March to a community that anticipates this overdue addition to their fitness regimen. It will be located in the Mountainside Plaza, between Trader Joe's and Tuesday Morning in Suite #22.

### **Yoga With A Twist**

Lassiter offers a unique angle for Hot Yoga Ahwatukee. What sets this practice apart is its accessibility and broad application to every aspect of life.

"Our practice is built on the foundation of inclusion," she says. "Hot yoga can benefit everyone. People of all ages and genders, all ability levels, and all body types enjoy overall improved health and physical, mental and spiritual balance. " That is evident from the practice's tagline, "Off the Mat, Into Your Life ™." Lassiter wants to be certain that people recognize how hot yoga will play into their lives even after they've left the studio.

“For athletes and non-athletes alike, people who practice hot yoga can expect improved flexibility and fluid movement,” she continues. “The core strengthening that comes from hot yoga results in improved posture. The benefits of hot yoga also include increased lung capacity and heart rate. People are also surprised by the weight loss, but that’s because of the amount of isometrics in a 90-minute class. Practice three times a week, and you’ll notice a difference. Many injured athletes choose hot yoga as a safe means to getting back into condition. Outside of athletics, hot yoga is a great stress reliever. Whether at home, in the classroom, or in the boardroom, the deep relaxation and calming effects of hot yoga carry through. It’s also proven to increase concentration and focus.”

The studio will offer hot yoga and hot Vinyassa flow classes. The room will be heated to 105 degrees, which is optimal for loosening the muscles and preventing injury.

Hot Yoga Ahwatukee will be offering introductory specials. New students can sign up for a 2-week trial membership for \$25 and receive unlimited yoga for a full two weeks. There is also a 20% discount on any class package if purchased by the end of the 2-week trial. A separate program will also reward those who refer people with free classes.

For more information, visit [www.hotyogaahwatukee.com](http://www.hotyogaahwatukee.com), or call (480) 786-8124.

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