

NYC'S ORIGINAL HOT YOGA STUDIO, BIKRAM YOGA NYC, EVOLVES WITH NEW BRAND, NEW VIBE AND NEWLY ADDED CLASSES

*Introducing Bode NYC, where age-old yoga and meditation methods meet modern-day
physical and mental needs*



New York, NY (October 2, 2017) – NYC’s original hot yoga studio, **Bikram Yoga NYC** evolves into **BODĒ NYC** this coming October. Originally founded 18 years ago by **Donna Rubin** (a former elite dancer) and Co-Founder, **Jennifer Lobo** (a former multi-sport athlete); the dynamic partners felt the need to rebrand to reflect its new approach with the addition of classes to give its clients a more well-rounded experience whilst sticking to its core Bikram concept. **BODĒ NYC** consists of four studios around the New York City area, focusing on all four corners of the city starting with the Flagship Upper East Side studio, across to the Upper West Side, down through Midtown and lastly, Flatiron. **BODĒ NYC** is the first of its kind offering 1000 classes per month between four (4) studios city-wide.

The **BODĒ NYC** system of classes is created for maximum effect in a full body work-out. It is carefully curated for evolution with love and passion by Donna and Jennifer. “*Having had the privilege of being at the forefront of bringing Hot Yoga to New York in 1999, we have been so fortunate to watch our clients improve their lives. We are really excited to be able to take our clientele to the next level of their evolution with our new approach,*” **Donna** says, “*we believe that the combination of a consistent Bikram Method practice which has the beauty of simplicity, coupled with new challenges for the body and mind enables one to have continuous growth. We look forward to seeing our clients' continued growth as they explore our other offerings,*” she continues.

All studios have been renovated with new anti-bacterial flooring and luxury mat size towels that will enhance the client experience. The classes are geared towards the open-minded, driven and focused New Yorker who is ready for transformation and willing to work hard to find their calm. The classes below feature a blend between old and new practice, additionally adding a selection of programs which will offer the best services to assist the client’s journey on the path to enlightenment and evolution. **BODĒ NYC** has also added its new signature **Hot HIIT** classes in collaboration with program leader, **Monique Crous**. Classes and programs below:

Classes:

Bodē 90 - Original 90min Bikram Method
Bodē 75 - Maintenance
Bodē 60 - Express
Bodē Hot HIIT
Bodē Hot Vinyasa
Bodē Yin Nidra
Bodē Mini Nidra

Programs:

Bodē 360 Wellness
Bodē Teacher Training
Bodē Workshops
Bodē Challenges
Bodē Wellness Partners
Bodē Retreats
Bodē Sound Baths

Additionally, **BODĒ NYC** will be incorporating new partners such as: **Reiki, Sound Healing, Wellness Coaching, Harmonym, Acupuncture, Chiropractics and Massages**. “*We are thrilled to be expanding our class offerings in order to provide our clients with a 360 degree experience. Traditional hot yoga classes for a lean flexible body and cool mind. Our signature Hot HIIT classes for core and upper body*”

strengthening. Our unique Yin Nidra classes for deep stretching and mini Nidra meditation. And Bode Sound Baths for a complete relaxation experience,” adds Co-Founder **Jennifer**. **#HotBodeCoolMind**, a hashtag within itself, captures the effect on point. The name, **Bodē**, pronounced ‘Bo-dee’ - is a beautiful hybrid of the below three concepts:

*bodhi in the yoga tradition means “the enlightened one”
body is the vessel for wisdom and growth
bodē is short for abode or home*

The symbolism of the Bodē logo evolves from the 3 concentric oval shapes, inspired by the top view of a ‘cairn’. A cairn is a balanced pile of stones typically created to mark a path. The act of balancing a cairn can be used as a spiritual practice like meditation. Every person has an spiritual path in life which can be defined and enhanced by daily practices involving body work. In the past, Western culture has tended to separate body and mind, yet we are now re-understanding the intimate and balanced connection between them. Donna and Jen live and breathe this connection and have been refining these practices for 18 years. **BODĒ NYC** is the founders’ way to share their expertise, allowing every individual to achieve balance, be “on their path” and feel great throughout the body and mind.

BODĒ NYC is introducing a new way of thinking about the overall health of New Yorker’s minds and bodies. No need to go around town to get what you need - everything can be found all in one studio — and that’s **BODĒ NYC**. In honor of the re-invention, **BODĒ NYC** will be offering a full free day on October 2nd at all studio locations for members and newcomers alike to come by and take a class of choice, please call now to reserve your spot. (Flatiron studio will be opening at 9:30AM that day for classes).

For more information, images and/or press requests to come by please email KHPR, Inc. || kiara@khpr.co. For further information about **BODĒ NYC** available at bodenyc.com.

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About BODĒ NYC:

New York City’s first-ever hot yoga studio designed for New Yorker’s to come together to find their calm. Featuring seven (7) types of classes, teaching over 1,000 classes per month, **BODĒ NYC** is the first of its kind - creating a safe community space for all ages to achieve the highest form of calm, rejuvenation and transformation - all of which describe a true New Yorker. **#HotBodeCoolMind**.