



WYE MARSH

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FOR IMMEDIATE RELEASE

WYE MARSH WILL BENEFIT FROM LOCAL WOMEN'S YOGATHON

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Wye Marsh has been chosen as a benefactor of the first-ever Bluewater Yoga Studio 30-day Georgian Bay Yogathon. Some of the funds raised during this event will go toward the "Wye Marsh Is In Your Hands" campaign to be launched at the 25th Anniversary Celebration weekend, September 11 to 13.

The yogathon – which runs at the Bluewater Yoga Studio from July 15 to August 15 – calls on participants to take pledges and then perform yoga for 30 consecutive days. All area residents are welcome to take part.

Kim Romans and Laura Cascagnette – co-owners of Bluewater Yoga Studio – say the goal of the 30-day yoga challenge is to bring greater awareness to the Wye Marsh and The Georgian Bay Land Trust (the other recipient of this fundraising effort) and to encourage a deeper connection with the environment.

A secondary goal is to raise awareness of both the Bluewater Yoga Studio and the health benefits of yoga. "The yogathon is a fantastic way to affect change in your body," said Cascagnette. "The open-air studio on the beach really connects you to the environment. We hope to turn that connection into positive energy that results in much needed dollars for Wye Marsh and the Georgian Bay Land Trust."

Suzanne McDonald, Resource Development Director of Wye Marsh, said, "We're really excited about this event as it supports the Friends of Wye Marsh efforts to conserve the Wye Valley. We're celebrating our 25th anniversary this year, we feel that Kim and Laura's efforts in connecting people with nature and in particular the Wye Marsh is a wonderful way to promote the stewardship of such an important community resource."

For more information about the Georgian Bay Yogathon, please visit www.bluewaterstudio.com.

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Wye Marsh is a non-profit charitable organization dedicated to operating year-round programs for the public, students and other organizations to promote awareness, appreciation, understanding and enjoyment of our environment and wildlife resources in the Wye Valley.

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