



For Immediate Release:

ANOTHER HISTORIC FIRST FOR LOS ANGELES!

L.A. MAYOR ISSUES CERTIFICATE OF COMMENDATION TO HONOR “DOSHA YOGA” DVD LAUNCH ON OCTOBER 8, 2005!

FIRST ELECTED OFFICIAL IN U.S. TO COMMEND YOGA AS A HEALTHY AND BENEFICIAL LIFESTYLE!

MEET LISSA COFFEY, THE WOMAN BEHIND THIS HISTORIC OCCASION & LEARN HOW SHE SWEETLY BUT POWERFULLY PROMOTES HEALTH & CULTURE!

What: “Dosha Yoga” DVD Launch Party & Mayoral Commendation
When: 4:00 p.m., Pacific Time, Saturday, October 8, 2005
Where: Lululemon Athletica, 331 Santa Monica Boulevard, Santa Monica

Firsts! Los Angeles is world famous as a city that produces firsts! That’s why it is especially gratifying to note that Saturday, October 8, 2005, will be a date that Angelenos will embrace with pride and pleasure for decades to come.

This is the day that Mayor Antonio R. Villaraigosa, expressing genuine interest in the health of the citizens of Los Angeles and a keen awareness of this new century, has taken a giant step that other officials have not in issuing a certificate of commendation for “Dosha Yoga,” coinciding with the “Dosha Yoga” DVD launch party on Saturday, October 8, 2005. It’s the first time anywhere in the United States that an elected official of Mayor Villaraigosa’s stature has officially recognized the practice of Yoga as a healthy and beneficial lifestyle. And in keeping with Mayor Villaraigosa’s themes of inclusion, the commendation also recognizes Yoga as a practice that transcends ethnic, economic, and age lines.

For fun, we can now ask such cosmopolitan centers such as San Francisco and New York where have they been! But on an even more important note, it is gratifying to have an elected official exercising such openness to holistic and healthy lifestyle practices on his watch.

The woman behind this extraordinary occasion, author and Ayurveda expert Lissa Coffey, will finally get her long-overdue recognition as the gentle but persistent force who tirelessly works to make Ayurveda, the 5000-year-old Indian science of life, a part of mainstream America. As this historic day indicates, she certainly is!

Lissa Coffey will be appearing at Lululemon Athletica in Santa Monica, one of the most beautiful Yoga and sportswear stores in the U.S. to share her new DVD “Dosha Yoga,” a revolutionary approach that integrates traditional Yoga postures, mudras, mantras, and therapeutic music with the spiritual art of Ayurveda. Yoga instructor Hemalayaa, who developed the poses with Lissa and demonstrates them on the DVD, will also be on hand to meet party attendees and sign copies of “Dosha Yoga.”

The store itself will provide an extraordinary party ambience, featuring exotic Indian treats prepared by well-known caterer Kanta Kaytee, and colors and textures that are a visual feast! Be part of it! Be part of a day of Celebration that every other city in the U.S. wishes they had. Because after Los Angeles does it, they will start to trot out their own variations. But know, thanks to Mayor Antonio Villaraigosa and Lissa Coffey, Los Angeles, once again, is first!

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