



What do Angelina Jolie and 1,500 Sydney yogis have in common?

They're all making headlines to support women with breast cancer.

The World's Longest Yoga Chain – turning yoga PINK for breast cancer.

At 10am on Sunday October 20, up to 1,500 people from across Sydney will join hands at the Spit Reserve in Mosman, NSW to beat the Guinness World Record for **The World's Longest Yoga Chain**. Sydney is gearing up to take the title for The World's Longest Yoga Chain and Sydneysiders are invited to join in the Guinness World Record attempt, in partnership with Cancer Council NSW, to raise awareness and money for people affected by breast cancer.

For Sydney to take the title for The Guinness World Record's Longest Yoga Chain the event has to have at least 696 participants. We are calling on people of all ages and fitness levels to help smash the record and to help beat breast cancer. Participants don't even have to be bendy to join the fun. The three yoga poses being used to judge the world-record attempt are easy – if you can sit, stand or lie down, you can join in!

Individuals, yoga studios, businesses and schools across the city are encouraged to register teams through www.everydayhero.com.au/event/worldslongestyogachain, to join in the fun and be in with the chance of winning a prize trophy for the biggest team on the day and a weekend yoga retreat for the individual who raises the most funds.

The World's Longest Yoga Chain is part of the Pink Yoga program, a not-for-profit initiative of Mosman yoga studio Adore Yoga, who provide free yoga and meditation for *For media information, images or interviews please contact Georgina Armour (m) 0421 003 343 or (e) georgina.armour@edgecustom.com.au*

Media release - 22 May 2013

women with cancer. Yoga and meditation have been shown in many studies to provide valuable benefits to cancer patients [data available]. Yoga Chain organiser and founder of Adore Yoga Nikola Ellis says: "I've worked with many students with breast cancer and I wanted to celebrate Adore Yoga's 10th birthday by partnering with Cancer Council NSW to help raise vital funds for breast cancer research and community support."

DETAILS

When: Sunday 20th October 2013, 10am

Where: Spit West Reserve, Spit Road, Mosman, NSW

Registration: \$35

www.everydayhero.com.au/event/worldslongestyogachain

-ENDS-

Notes to editors:

Ellis is available for interview about the world-record attempt, about the Pink Yoga campaign or about the benefits of yoga for cancer patients.

ABOUT ADORE YOGA

Based in Mosman, Adore Yoga was founded in 2003 by Nikola Ellis who left the high-pressure world of corporate marketing to find a more balanced life. With three yoga studios and 16 teachers offering over 40 classes per week, international retreats and yoga teacher training, Adore Yoga is one of Sydney's longest established and most respected yoga schools. Founder Nikola Ellis is a senior level certified teacher, has studied with leading international teachers in Europe, India and Australia and specialises in yoga therapy for women.

ABOUT CANCER COUNCIL NSW

Cancer Council NSW is a community-funded, community-focused cancer charity dedicated to the defeat of cancer. It has the broadest reach of any cancer organisation in NSW and has been a trusted cancer charity for more than 50 years.

FURTHER INFORMATION

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- 1 in 3 women and 1 in 2 men will face cancer in their lives
- Breast cancer is the third most common cancer in Australia
- <http://hope.cancercouncil.com.au>
- www.facebook.com/WorldsLongestYogaChain
- www.everydayhero.com.au/event/worldslongestyogachain
- www.adoreyoga.com
- www.adoreyoga.com/yoga-chain
- Photos: <https://www.dropbox.com/sh/fcyny9rmxov0pfi/j7G0BTFXHI>

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