



FOR IMMEDIATE RELEASE

CorePower Yoga Arrives At Kahala Mall Grand Opening Set For March 12, 2012

HONOLULU, HI, March 7, 2012 – Yogis unite! CorePower Yoga, a mainland-based company originally established in Colorado in 2004, brings their first Hawaii studio to the mall level of Kahala Mall. The grand opening will be on Monday, March 12th from 5:30 p.m. to 10:00 p.m. Complimentary Luna Bars will be given out to all who attend, while supplies last.

Located right outside of the wing with Pizza Hut, CorePower Yoga offers classes for the beginner, all the way to the most advanced yoga devotee. Says Hawaii Manager, Zoe Pappas, “We are so excited to bring the CorePower Yoga experience to Hawaii. We love this community and look forward to providing this beautiful space for a practice that is both energizing and calming at the same time.” Adds Floyd Williamson, General Manager of Kahala Mall, “We are pleased that CorePower Yoga will open their first Hawaii location at Kahala Mall. With currently over 57 studios, this national yoga studio will be a strong addition to our tenant mix. Kahala Mall and its surrounding community is the perfect market for the growing yoga industry, and we expect they will gain a following quickly and be very successful.”

CorePower began when Yoga Founder and CEO, Trevor Tice, suffered a serious climbing accident that left him with six permanent screws in his shattered ankle. An avid outdoorsman from Telluride, CO, Tice was left searching for an exercise to replace the running, climbing and other physically challenging activities no longer accessible to him. Tice experienced first hand the transformational benefits of yoga, and was hooked.

Pappas, a Minnesota native, who studied with CorePower Yoga to earn her 200-hour Vinyasa Yoga certification, is excited to manage the first CorePower Yoga studio in Hawaii. A dancer at heart, she found her love of yoga through the movement and breath that Vinyasa so wonderfully embodies. Says Pappas, “Yoga, like life, is a journey we all take together.” Pappas’ classes are fun, challenging, high energy, and full of those “ah-ha” moments we all eventually achieve.

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CorePower Yoga strives to make yoga accessible to everyone through a variety of yoga styles for all levels at convenient times. Drawing from many different styles, CorePower yoga offers a variety of classes catering to all levels. All yoga classes encompass a wide variety of asanas, or poses, and are taught by certified yoga instructors. Class styles include CorePower Yoga, Hot Power Fusion, and Yoga Sculpt. In addition to yoga classes, CorePower Yoga offers transformative integrated wellness programs and Teacher Trainings to empower students to live a health-focused and extraordinary life.

Keeping in line with CorePower Yoga's sleek look, the studio is designed with "green" building initiatives. This includes water conservation ("Super Flush" toilets save .72 gallons of water per flush compared to standard toilets), to energy efficiency (CorePower Yoga adheres to all state policies dictating energy efficiency in commercial buildings), to studio materials (studio flooring in CorePower Yoga studios is manufactured with over 40% recycled material, reduces VOC emissions by 80%-90% and is inherently anti-microbial and anti-bacterial).

For more information, contact CorePower Yoga manager, Zoe Pappas, at 808.628.0450.

About CorePower Yoga

Located in Honolulu in the Kahala Mall Shopping Center, this spacious one-studio location offers Power Yoga, Hot Yoga, Hot Power Fusion and Yoga Sculpt. The yoga studio has a state-of-the-art sound system with the most advanced climate-controlled environment. Changing rooms have been meticulously designed with modern amenities to maximize comfort and contain showers and private lockers. CorePower strives to create an environment that's cozy, soft and welcoming – a spa away from home. The full boutique features all of the yoga essentials; high-quality, high-fashion yoga wear for men and women that's fun and trendy, as well as accessories.

Kahala Mall

Shop unique one-of-a-kind boutiques, specialty food shoppes and restaurants. Enjoy the latest films or indie movies in the theatres, or simply stop and enjoy one of the many community events. Kahala Mall is located in East O'ahu near Diamond Head, just minutes from Waikiki. Mall hours are Monday thru Saturday, 10:00 a.m. to 9:00 pm, and Sunday from 10:00 a.m. to 6:00 p.m. For further information call 808.732.7736 or go to www.kahalamallcenter.com.

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