



MY YOGA 2 GO

**My Yoga 2 Go
Media Kit**

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Why My Yoga 2 Go?

“Necessity is the mother of all invention,” or so the saying goes, this was certainly the case for Beth Siegel and the [My Yoga 2 Go Practice System](#), created and developed for the purpose of helping fellow yogis with hectic lives get their yoga fix anytime, anywhere.

The [My Yoga 2 Go \(MY2G\)](#) website was launched in September 2007 selling only the [Practice System](#) and the company has since expanded its product line to include a wide array of yoga products; from accessories to jewelry to apparel. Currently the [MY2G Practice System](#) and [MY2G Practice Deck](#) are distributed to health food stores, luxury spas, yoga studios, and major bookstore chains across the country.

[MY2G](#) offers unique, quality products that inspire practice. The majority of products are manufactured by [MY2G](#) thereby maintaining exclusivity and adherence to the strictest of quality standards. Whether you are purchasing the [MY2G Practice System](#), the [MY2G Practice Deck](#), a yoga practice journal with data entries to track and record your progress, colorful fun mat bags, embroidered yoga straps, Asana T’s, or eclectic Sanskrit jewelry—[MY2G](#) has an exclusive collection of gifts that entice individuals to express their inner yogi.



Why the Practice Deck is unique ...

The [MY2G Practice Deck](#) has a unique and easy to follow system of organizing its sequences and posture cards by color and number. Just choose your sequence by color, pull the corresponding cards and arrange the cards by pose number. It's that simple!!

NO OTHER DECK DOES THIS!

The [MY2G Practice Deck](#) is the most comprehensive deck on the market, boasting a total of 71 posture cards.

It is also the only deck to include 7 different sequences, each labeled as follows:

Beginner Sequences;

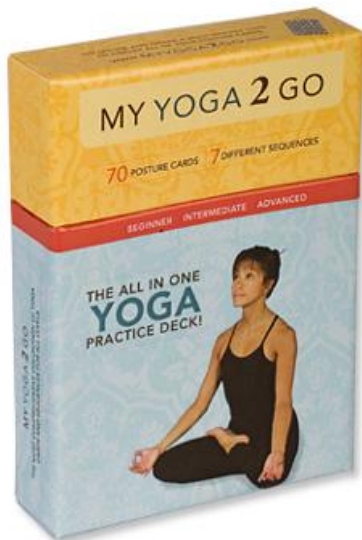
- Energize—Green—30 minutes
- Relaxation—Teal—30 minutes
- Flow—Orange—1 hour

Intermediate Sequences;

- Core Strength—Blue—1 hour
- Back Strength—Yellow—1 hour

Advanced Sequences;

- Ashtanga—Red—1 hour, 15 minutes
- Hip Opening—Pink—1 hour, 15 minutes





Why the Practice System is unique ...

Other media for the purpose of yoga practice are limited in their use:

- Yoga books are limited in their ability to display sequences, requiring the user to flip pages.
- Yoga posters are wonderful for displaying sequences but limited in sequence possibilities.
- Yoga DVD's again, are limited in the amount of sequences available to the user.
- Yoga Decks are great for combining sequences but none include a device to organize and display the cards.

Now there is a choice ...

The [MY2G Practice System](#) addresses those limitations and offers much more:

- The Practice Deck of over 70 Yoga Posture Cards
- 7 different sequences
- A Multi-Pocket Display Tote & Carrying Case





About The Founder

Beth Siegel, a student of yoga since 1993, was trained in Flow Yoga at the *Asheville Center for Yoga* in 1998. She lives in Wilmington, North Carolina with her husband and 2 sons. Siegel has studied under such well respected yogis as; Stephanie Keach, Rod Stryker, Mary Dunn (*B.K.S. Iyengar*) and Mary Kay West. Siegel's intense love of yoga, its principles and philosophy are the foundation of her life and company "The Nomadic Yogi LLC."

In 2004, Siegel gave birth to her first son and realized the need for an at home practice. Siegel searched for a comprehensive deck of yoga cards and a device in which to display the cards, so that she could interchange the postures, keeping her practice fresh and challenging. "I was not able to attend class on a regular basis after my son was born and because I favored certain poses I found myself doing the same sequences over and over," says Siegel "this is when I purchased several decks of cards and combined them to get all of the poses I needed and would lay them on the floor. It was definitely not ideal, but it worked at the time." After Siegel's son turned two, she started work designing a yoga practice system and a tote in which to house the cards and display her entire sequence so that she could remain in the moment, in the breath, yet continually challenge her practice on a daily basis. It was at this time that she gave birth to her second child, the [My Yoga 2 Go Practice System](#). She continued to perfect the system and the tote. In September, 2007 the [My Yoga 2 Go](#) site was launched and [MY2G](#) products are now distributed to health food stores, luxury spas, yoga studios, and major bookstore chains across the country.

Siegel continues to grow and challenge her practice at home using the [MY2G Practice System](#) and to build her foundation and knowledge of yoga through participation in yoga retreats, conferences and workshops across the country.

There is no other yoga system that is more versatile, comprehensive and at the same time practical than [My Yoga 2 Go](#).





Practice Deck Information

The [Practice Deck](#) includes:

71 Posture Cards with full color photos on the front

The back includes; instructions, modifications, variations, time held and Sanskrit name of the pose

Step by step instructional cards on how to set your sequence

Creator: Beth Siegel

Published by: The Nomadic Yogi, LLC.

T: 800.838.0334

F: 866.438.3117

E: Sales@MyYoga2Go.com

Distributor: Greenleaf book group

ISBN: 978-0-615-19956-6

Product Dimensions: 5.6 x 4.5 x 1.7 inches

Barcode: yes

Price:\$19.95

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Design and Illustration by: Graphic Moxie, Inc.

www.graphicmoxie.com

Text: Beth A. Siegel/Teresa Spanos

Printed by: Impact Media

Display tote manufactured in China by: Vinyl Technologies

Distributor: Integral Yoga

ISBN:978-1-4243-3137-6

Barcode: yes

Price: \$29.95



Promotions

The [Practice System](#) has been reviewed in the following print publications:

- **Healthy Living NYC**
 - Best of 2007 Issue, *December 2007*
- **Yoga, Mind, Body and Spirit Magazine**
 - What's Hot Gift Guide, *December 2007*
- **American Salon Magazine**
 - Life Support Section, *May 2008*
- **H2O Magazine**
 - Goodies and Gadgets Section, *May/June 2008*
- **Health Magazine**
 - Great Invention, *May 2008*
- **Splash Magazine**
 - Online Gift Guide, *August 7, 2008*
- **Yoga Mom**
 - Home Studio Gear Section, *Winter 2008*

The [Practice System](#) has also been reviewed in blogs such as:

- **Vital Juice Daily**, November 6, 2007
 - <http://www.vitaljuicedaily.com/2007/11/06/healthy-essentials/?bit=4>
- **Simply Stated**, May 26, 2008
 - <http://simplystated.realsimple.com/life/2008/05/yoga-cards.html>
- **Fling it girl**, June 18, 2008
 - <http://www.flingitgirl.com/story.php?id=228>
- **The Everything Yoga Blog**, August 7, 2008
 - <http://www.itsallaboutyoga.com/2008/08/receiving-yoga-in-a-different-way.html>
- **Yoga For Everybody**, November 19, 2008
 - <http://yoga4everybody.blogspot.com/2008/11/supporting-your-home-practice.html>
- **Earthy Yoga Mom**, November 23, 2008
 - <http://earthyogamom.blogspot.com/2008/11/fabulous-home-practice-tool.html>



News Release

FOR IMMEDIATE RELEASE

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Yoga for a world on the go

Wilmington, NC: In a busy world, in the midst of our hurried lives, My Yoga 2 Go offers the convenience, versatility and peace of mind of a personalized yoga session – whether you're on the other side of the world or in your living room.

"It isn't always easy to take time out of our schedules to drive many miles to a yoga class," says Beth Siegel of My Yoga 2 Go. "My Yoga 2 Go acts as your very own instructor and guide, providing an endless combination of yoga sequences and the luxury to design your own routine."

My Yoga 2 Go (available online at myyoga2go.com, Organic Grocers, Major Bookstore Chains, Luxury Spas and Yoga Studios nationwide) allows users to select from 70 different postures, as well as seven different sequences – Ashtanga, Flow, Core Strength for Athletes, Hip Opening, Back Strength, Energizer, and Relaxation. "Each sequence is labeled as either beginner, intermediate or advanced, so that you can begin a yoga practice and continue to challenge and grow your practice with only one purchase of the My Yoga 2 Go practice system," says Siegel.

Each of the My Yoga 2 Go posture cards displays a minimum of one photo of the pose, the Sanskrit name of the pose, its English translation, as well as the color and number of its recommended sequences, if any, on the front of the card. The back contains more detailed directions, benefits, modifications, and variations of the posture.

The My Yoga 2 Go system of cards comes in a unique display tote, which has 30 clear pockets to display up to 60 cards at a time. The tote is easily stowed or folded, making it convenient for travelers. Once hung on a door or a nail, the tote can display an entire sequence of exercises, requiring no pause at all.

"My Yoga 2 Go's versatility and convenience is ideal for harried executives, busy mothers, unwilling commuters, too-frequent travelers, and practically any other yoga practitioner," says Siegel. "Now, with our new practice system, wherever you go, your yoga goes."



Frequently Asked Questions

Why was the practice system created?

Yoga is an organic process. To receive the most benefit, the user must listen to the body, stay connected to the pose and breath- which may prove to be difficult with other forms of media, such as; decks of yoga cards, books, posters, and DVD's none of which allow you to combine sequences, while simultaneously displaying them.

Founder and creator, Beth Siegel noticed a need for a comprehensive collection of posture cards and a device in which to display them, so that she could interchange the postures keeping her practice fresh and challenging.

Who is the intended audience?

The [MY2G Practice System](#) was designed and created for hectic, overscheduled yogis searching for a way to get their yoga fix on their own terms. The [MY2G Practice System](#) can be used anywhere, anytime – making it ideal for travelers or any individual who lives their life “on the go.”

How does the system benefit the user?

The [MY2G Practice System](#) is great for beginners. A yoga student can purchase the system as a beginner and continue to grow their practice, advancing to the intermediate and advance sequences, all with one purchase! Students can read about each posture; its' alignment, modifications, variations, Sanskrit name, benefits and apply their knowledge by combining their own sequences according to their specific alignment or physiological issues or challenges. Many yogis find themselves in a rut, doing the same sequences over and over– the practice system allows the user to break out of their comfort zone and choose poses that challenge their practice, keeping it fresh and exciting.

How are the cards organized?

The [MY2G Practice Deck](#), as well as the system has a unique, and easy to follow system of organizing its sequences and posture cards by color and number. No other deck on the market does this!

Just choose from the seven different sequences;

Ashtanga, Hip Opening, Back Strength, Core Strength, Flow, Energizer and Relaxation

- Identify its Color and pull the posture cards with the corresponding sequence color
- Insert the Cards numerically in the tote
- Hang the Tote on the wall

Testimonials

I absolutely love my cards, in part because I can use them as flash cards to learn the Sanskrit names for poses any time, anywhere. I can use the My Yoga 2 Go practice system anywhere in the house. Thanks for a great product!
- Irvine, CA

I really love your product. It was exactly what I was looking for! I practice yoga at home where I am most relaxed. I can just hang the display tote on the wall and glance up to refer to it as I go.
Good thinking!
- Virginia Beach, VA

Just got my practice system yesterday and I am very pleased. Perfect for what I am looking for as a brand new Registered Yoga Teacher. Great way to plan a class. Looking forward to your June 1 website. Great Job!
- South Hampton, NJ

The My Yoga 2 Go practice system arrived the week before I took my yoga teacher certification exam. I passed the exam on our first try! Thank you for this nifty product! I intend to use it to help map out my classes in the coming months.
- Atlanta, GA

I just received My Yoga 2 Go cards/case. Thanks so much for the promptness. Your company offers a great product and one that I intend on using over and over again. Have a beautiful day!
- Devils Slide, UT





Endorsements

My Yoga 2 Go is so simple and convenient to use! With all of the information on the cards I can learn about yoga while I am setting my sequence and then be free to enjoy the practice when it's set and hanging in front of me. I love that there's no fumbling once I begin.

Yoga Ed Instructor, NY

My Yoga 2 Go is a great new product. It's basically a set of 70 playing cards with yoga poses on them, which you put in what most closely resembles a plastic shoe organizer that you'd hang over the closet door. ... It's kind of brilliant.

Liz Krieger former senior editor at *Real Simple*

I recently found an innovative practice system that can support folks who want to have a practice that goes a little deeper. Beth Siegel who developed the system, yearned for a way to practice at home without being pulled out of the moment by distracting DVDs. What I love about this system is that the cards are thorough without being too wordy. The front of the cards display a picture of the pose along with the Sanskrit and English name of the pose. The back of the card keeps things short but sweet -- time (how long to hold the pose), directions (enough to ensure safety but not so much as to confuse), variations, and benefits.

Diane Cesa of Be Well Yoga Therapy and author of the Everything Yoga Blog

I was able to play with the whole system and really found it useful. One of the pluses of the cards that come with the system is that they have color coded a series of different practicing sequences right into the cards, but other cards work equally well in the display case.

Rachael Bower yoga instructor at Body In Balance Yoga Studio and author of the Yoga For Everybody Blog