



Contact: Sherri Rosen
srosen@go2yas.com/310-210-7009

FOR IMMEDIATE RELEASE

YAS SPONSORS 2ND ANNUAL YAS-A-THON FOR THINKCURE! ON SUNDAY, JUNE 12TH
Los Angeles Yoga and Spinning™ Center Rides for Cure with Fundraising Event for Cancer Research.

Los Angeles, CA, May 5, 2011 – Kimberly Fowler and **YAS Fitness Centers** is proud to partner with **ThinkCure!** to fund cutting-edge collaborative research and fight cancer during the **2nd Annual YAS-A-THON** on Sunday, June 12th from 1-4pm at all studio locations.

"As a cancer survivor, this charity is close to my heart," says YAS Founder Kimberly Fowler. "Last year, we raised nearly \$150,000 to further the research that saved my life." More than 11.1 million cancer survivors living in the U.S. prove how vital this research is, and because of non-profits like ThinkCure!, the futures of children diagnosed with cancer are even brighter. Thirty years ago, about half of children with cancer were lost, but today, 90% are cured!

"We're thrilled that YAS has chosen to partner with ThinkCure! to raise money to fight cancer. Their enthusiasm and energy are inspiring, and we love working with them," exclaims Sarah Gallagher, ThinkCure! Director of New Media and Development. "The money that the YAS team raises goes directly to funding cutting edge research projects focused on new, effective treatments for a range of cancers including brain cancer, leukemia, and lymphoma." To participate and reach YAS's goal, each registered participant must raise (or contribute) a minimum of \$1,000 per bike.

"Participating in the ThinkCure! YAS-A-THON was an inspirational, motivational, and meaningful event for me. The YAS community came together as a family working towards an important goal - all joining together, working so hard, and riding for the cure," says Amy Horwitch, YAS member.

The top three fundraisers will also take home exclusive prizes: 1st prize is four Field Level seats and a VIP Batting Practice Experience during ThinkCure! Weekend with the LA Dodgers; 2nd prize is a Yearly Unlimited Series at YAS; and 3rd prize is a 3-month Unlimited Series at YAS.

Pre-ride cocktail parties, featuring silent auctions, will be held on Saturday evening before the event at YAS Venice and Costa Mesa locations. Some of the coveted silent auction items benefiting the charity will include, a Glenn Bartels scooter valued at \$2,000, two round-trip tickets on Jet Blue, four LA Dodgers tickets with reserved parking, a signed script from *Sex and the City*, Botox treatments from Dr. Linda Li of Dr. 90210, a luxury Cabo resort vacation, tickets for and a gift basket from the Ellen DeGeneres show, packages from Dermalogica, Vince, and Vita Coco, a dinner for four at Venice's iconic James Beach, and many other services for luxury beauty treatments, premier restaurants, A-list clothing, products, and more.

Although Venice and Silverlake locations sold out in just two days, there is still room to ride at the Downtown and East Costa Mesa YAS locations. It's as easy as registering, recruiting sponsors, and riding. Each rider must complete a Rider Registration form (available at the front desk of each YAS location) and submit it to the front desk, then, set up a personal fundraising page at First Giving. Self-sponsoring is also allowed.

For more information or to register for the YAS-A-THON, visit or contact any YAS location: Venice (310) 396-6993, Silverlake (323) 665-6011, East Costa Mesa (949) 548-3888, or Downtown LA (213) 430-9053. To learn more about the event or to donate to YAS for ThinkCure!, go to www.firstgiving.com/yasforthinkcure or get social with other riders on [Facebook](#).

About YAS

Founded in 2001 by Kimberly Fowler, YAS Fitness Center was the first studio dedicated to the combination of spinning and yoga, sparking the yoga hybrid movement that remains today's biggest fitness trend. YAS attracts strong and capable clients seeking to take their fitness to new levels. With locations in Venice, Silverlake, East Costa Mesa, and Downtown LA, YAS is a place to come together with like-minded people for hard work and fun. Kimberly's pioneering one-hour yoga class, YOGA for ATHLETES® integrates movement, strength, and breath work to help athletes excel, no matter their sport or ability level. Kimberly's bestselling practical guide to yoga, *The No OM Zone*, is available at all YAS Fitness Centers, as are her three DVDs and celebrated YAS yoga and sportswear line. YAS offers comprehensive teacher training based in Kimberly's original yoga hybrid philosophy. (www.go2yas.com)

###