



Public Relations Intern Portfolio: Grow Yoga/ Youth Yoga Initiative Spring 2016 Kyle Schachner

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Yoga To Make A Difference

Grow Yoga Event Helps Victims In Bolivia

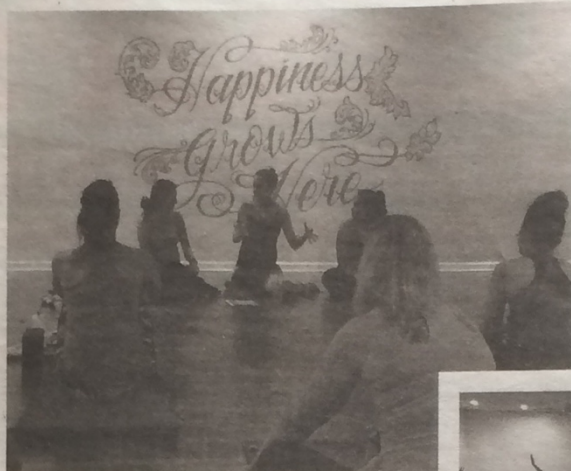
Sexual assault is recognized once a year by America, but Grow Yoga and A Breeze of Hope Foundation acknowledge it every day.

Tara Forslund, co-owner of the Galloway yoga studio, has discovered how to combine her two passions of therapy and yoga into one force of healing. She utilized her Master's Degree in Drama Therapy and passion for yoga in order to help treat victims of sexual violence with two service trips to Bolivia.

Forslund ventured to Cochabamba, Bolivia in an act of service for the A Breeze of Hope Foundation—a 501(c)(3) public charity that strives to combat sexual violence.

A Breeze of Hope's tactics "teeter on the edge of unethical," said Parker Palmer, co-president. They treat sexual violence victims with a patient-centered approach, which "gives a child power when they have been disempowered," says Palmer.

The results of such an approach aren't gathered through quantitative data, but qualitative. Palmer says that the conventional practice



of social workers—like fulfilling a pre-determined number of appointments and making a conclusion thereafter—fails to provide a true assessment of child victims. A

Breeze of Hope has replaced this form of client analysis with detailed observation in the child's daily life, basing their judgment with intangible factors like self-esteem and fitting in at school.

According to The Pan American Health Organization, Bolivia's rates of sexual violence are the highest in Latin America. A Breeze of Hope Founder and Co-President Brisa De Angulo has combatted this with passion—being a survivor of childhood sexual violence herself.

According to their 2015 Annual Report, since 2004, A Breeze of Hope has treated and supported more than 1,450 child victims, educated and trained of more than 80,000 people in sexual violence prevention, and 9,080 in early childhood development, and maintained a 95 percent conviction rate in their hundreds of prosecuted trials—the highest rate of sex crimes in the world.

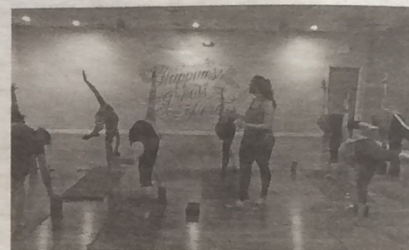
Palmer says that Forslund has been influential in A Breeze of Hope's philosophies and practices, as her body-based therapies emphasize an appreciation of the personal recovery of victims.

During her last trip, Forslund provided 105 children with trauma-focused yoga therapy. She could only stay for two weeks, but she wanted the yoga therapy to continue—so she also trained 25 instructors.

Forslund and a group from her instructor team are voyaging to Bolivia in June 2017. Since they can't wait, they are making A Breeze of Hope their charity of the month for April.

Previously, this meant that during 2 classes per week, Saturday and Sunday at 11:30 a.m., clients could attend a yoga class in return for an any-sized donation to Grow's charity of the month.

But in spirit of A Breeze of Hope, service trips to Bolivia, and catering to the Hispanic population, Grow has initiated something new to South Jersey: Yoga enEspañol. Now, every Sunday at 2:00 p.m., clients can attend the class for a donation of any size to the monthly charity.



Grow introduced Yoga enEspañol with a workshop led by Registered Yoga Teacher Andreína Croce, a native Venezuelan.

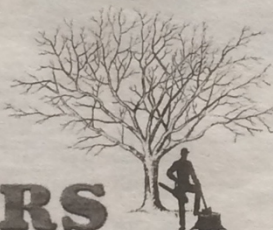
Croce was worried that she'd slip into English while teaching, but she didn't. And participants not fluent in Spanish could follow, as the language consisted mostly of anatomy and verbs. Despite the feasibility of English-speakers posing to Spanish-spoken yoga, Croce hopes that the class is "something for people to try who are afraid of the language barrier."

Sarah Manna, a Spanish and ESL educator, attended the workshop in order to take her knowledge and experience to other countries, hoping to create and implement yoga programs. "Yoga opens people to being vulnerable, to be reliant on their neighbors," she said.

Grow's mission is to cultivate a powerful community, according to their website. Forslund hopes that each decision she and her team make accomplishes that mission.

For questions or more information, call Grow Yoga's studio at (609) 241-0704, or email info@growyoganj.com

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GROW YOGA: EXTENDING ROOTS TO GLASSBORO

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GLASSBORO—After creating a community of disciples in Galloway, New Jersey, Grow Yoga Owners Tara and Jason Forslund wanted to extend their domain across South Jersey. They asked Desiree Melonas to co-own the second studio location in Glassboro, at 176 William Dalton Drive. As a welcoming gift, Grow Yoga offered free yoga all day on Easter Eve, March 26.

152 people came to practice before the holiday, not including instructors and other employees. The main classroom usually fits 45 people, but Grow allowed 47 during their noon class. The occupants were mat-to-mat, but Co-owner Jason Forslund didn't mind.

"At Grow, our mission is to cultivate community—and we're clearly going to do that today," he said as he greeted the class. "In spirit of that, get off your mat and introduce yourself to five new people."

All 47 people did so without remorse. But then Forslund got emotional: Just three days prior to the grand opening, his son, Jackson was born. "I can't wait to go home and spend time with him, but I have to be here," he said. "This is the day where my dreams have become reality—through hard work."

In addition to the classes, there was an assortment of food with pastries and fruits, as well as local vendors and Lulu Lemon merchandise for sale. Grow bumped their usual 30 days of unlimited yoga for \$30 to a "one day only" offer: 40 days of unlimited yoga for \$30. Also, Rowan students with proper identification will get a discount, as well as school teachers, healthcare workers, and law enforcement.

Melonas envisions the new studio as a site for healing, restoring, and regaining things that people felt like they lost. "That's what it did for me," she says, "I originally went due to pain, but now it's my life."

Grow began their community outreach before they opened, as Melonas worked with Rowan University's Residence Life to set up two free yoga sessions on campus. There weren't many attendants, but the responses were positive—so Melonas hopes to set up more Residence Life events in the future to show college students how to productively relieve stress.

Grow is passionate about charity and giving back to the community, so they are extending their philanthropy to Glassboro by offering a Community Class on Saturdays at 11:30 a.m. During this class, anyone can take the class for a donation of any size to a charity designated by Grow every month.



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Yoga studio opens in Collegetown Shopping Center

By **CJ Fairfield** - March 30, 2016

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Grow Yoga in Glassboro opened its doors this past weekend with fanfare that attracted more than 200 people.

The March 26 grand opening held free yoga classes all day as well as discounts on memberships and yoga apparel.

The studio, located on William Dalton Drive in the ShopRite shopping center, boasts two rooms-the main room that fits 45 yoga mats and is always heated to 90 degrees, and the multi-purpose room used for meditation, pre-postnatal yoga and seedling care (child care) which stays at a comfortable 75 degrees.



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Yoga studio opens in Collegetown Shopping Center

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two rooms-the main room that fits 45 yoga mats and is always heated to 90 degrees, and the multi-purpose room used for meditation, pre-postnatal yoga and seedling care (child care) which stays at a comfortable 75 degrees.

“We get to offer a lot of different classes here at Grow and we’re really, really excited about it,” said Desi Melonas, co-owner of Grow Yoga.

Among those classes is yin yoga, which Melonas described as a flow yoga that primarily focuses on stretching.

“You don’t use any gravity,” Melonas said. “There’s no holding your body weight up yourself, you just stretch and you get a deeper stretch that you would otherwise.”

Another popular class offered is Baptiste power vinyasa yoga, vinyasa meaning “movement with breath.”

“It’s kind of like a moving meditation,” Melonas said. “If you are really insistent and intentional on your breath work, it can be really helpful and stress releasing.”

Other practices offered are power yoga, sweat, revive and restore yoga, kid yoga and meditation. Grow Yoga also offers classes for children in the autism spectrum. A one-month membership for unlimited yoga starts at \$100 and is \$65 for students with ID. There is also

a 10 percent discount for service workers such as teachers, police officers and firefighters.

The yoga studio also offers a Fair Trade program in which you can work for free yoga. Two shifts a week, either working the front desk or participating in deep cleaning the studio, can get you unlimited free yoga. Three shifts a week earns you free yoga for yourself and your spouse, partner or child.

The second Grow Yoga (the original studio is located in Galloway, New Jersey) strives



to support the local community. All carpentry and artwork designs in the studio were done by local artists Lou Fermonte and Dylan Gregory.

The studio will also be selling merchandise from local vendors such as Lululemon, MBrace Jewelry and vegan bites from Heart Beat Kitchen, a vegan restaurant from Westmont, New Jersey.

“They actually do things to strengthen the community, which I think is hard to find,” said Kyle Schachner of Atlantic City.

Schachner started practicing yoga about a year ago and completely fell in love with the practice. He now interns at Grow Yoga as a public relations major at Atlantic Cape Community College.

“Being a student myself, yoga forces you to learn things you can’t learn in a classroom,” Schachner said. “You can learn about things like mindfulness and self inquiry. Yoga makes me feel at peace, because I’m a very restless person.”

Schachner practices in the Galloway studio, but came to the grand opening to support those involved. “There’s a good amount of people from Galloway in there supporting,” he said. “The turn out is great.” According to Melonas, about 100 people signed up for memberships on opening day alone. Grow Yoga is open seven days a week and offers classes between 6 a.m. and 9 p.m.

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PHOTO



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Grow Yoga

6d



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growyoga They did it!! The 40 day program is complete!! Tonight they celebrated BIG! Allie (@thekindergartencop) lead an amazing



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growyoga Happy Monday!! The YYI continues its residency at Uptown School Complex in Atlantic City NJ today. These kids are so stoked on learning #crowpose





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growyoga Good Morningg! Connect with someone you love today! Maybe that someone is... you 🙏 Today join us at Noon in [#galloway](#) with Cherish, who leads & connects a kick-butt hour of [@baptisteyoga](#)





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growyoga Good morning! @jay.ac returns to #galloway today for not just one class- but two! Noon & 4:30pm for an hour of Power Yoga! Sign up online or just show up, can't wait to see you!! @baptisteyoga @growyoga @thegrowcollective @lululemon





growyoga



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St
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student of the month

Tim Beakley



Student of the Month: March

You wouldn't be surprised that **Tim Beakley** is Vice President of the Atlantic City Board and Mustang Club. His board is 2 years old, but the club is much more having local hair they do at least 2 community service missions per year, most recently conducting a food drive in collaboration with WINGMAN's Operation Help.

But the club isn't the only place that Tim is a leader—he's the Nighttime Supervisor and Technical Director for all stage shows and audio equipment in Ocean City. Tim's passion for stagecraft began as a freshman in high school, then followed him to his studies in college. "I spent too much time in the theatre, and not enough time in class," he says. So he went home to Ocean City, got a job doing light design at the Music Pier, and learned through experience—not books.

The Music Pier is under Ocean City's Community Services Department, so Tim's responsibilities have varied from post-hurricane cleanup to picking up The Beach Boys from Atlantic City last summer. "I had Mike Love asking questions, asking me questions about the town," Tim reflected.

His 20 years on the job also afforded him to meet Actor Kevin Bacon, who shares Tim's passion for rescue dogs. "When they finally got a permanent home, their eyes light up—which opens your heart up," says Tim about his 11-year-old dog, a pit bull, and 4-year-old beagle, JJ.

He parents the dogs with his wife, who shares his love of water. Even the burden of shoveling snow transcends Tim to the childhood bliss of snow days full of play. Having grown up on an island, Tim's Polynesian-southern tattoo store expresses the "big kid inside" he says he'll always be.

Tim's wife introduced the idea of yoga, claiming that it would help him with hobbies like paddle boarding and snowboarding. Tim didn't take right away, but Lou Ferrigno and other friends invited him to come. "It gave it a try," Tim said without knowing he'd be hooked after his first Bikini class with them.

"As soon as I got over having to look cool, there opened for me. You're going to get money, you're going to fall—but it's not a bad thing." After dropping every second of half-practice, Tim has found his way to a good place. Tim's enthusiasm and the physical variety of yoga have kept him here. While he can cultivate a different connection with each person, he also finds something new or unique in each pose. His open-mindedness has allowed him to progress in his practice, and people have noticed. He's been asked, "When are you going to do teacher training?" Tim plans to someday, "when the time is right."

"I want to see the next door that teaching would open and share the experience with other people."



Student of the Month: March

You wouldn't be surprised that Tim Beakley is Vice President of the Atlantic City Beard and Mustache Club. His beard is 2-years-old, but the club is much more having facial hair: they do at least 2 community service missions per year, most recently conducting a food drive in collaboration with WMGM's Operation Help.

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"As soon as I got over having to look cool, doors opened for me. You're going to get messy, you're going to fall—but it's not a bad thing."

After despising every second of half-pigeon, Tim has found bliss where many find struggle. He just let go: his muscles loosened, his hips opened, and his mind wandered—to a good place.

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325 E Jimmie Leeds Rd Galloway, NJ 08205
176 William Dalton Dr. Glassboro, NJ 08028

May 16, 2016

Release No. 3

For information call: Kyle Schachner at (609) 495-5527

kshaq777@gmail.com

Release: Upon Receipt

ATLANTIC COUNTY LOCALS SUPPORT ONLY SEXUAL VIOLENCE CLINIC IN BOLIVIA

(GROW YOGA GREETES SEXUAL ASSAULT AWARENESS MONTH WITH CHARITY)

GALLOWAY—America recognizes sexual assault once a year, but Grow Yoga and A Breeze of Hope Foundation acknowledge it every day.

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-MORE-



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Forslund and a group from her instructor team plan to voyage to Bolivia in June 2017. Since they can’t wait, they are making A Breeze of Hope their charity of the month for April.

Previously, this meant that during 2 classes per week, Saturday and Sunday at 11:30 a.m., clients could attend a yoga class in return for an any-sized donation to Grow’s charity of the month.

But in spirit of A Breeze of Hope, service trips to Bolivia, and catering to the Hispanic population, Grow initiated something new to South Jersey: Yoga en Español. Now, every Sunday at 2:00 p.m., clients can attend the class for a donation of any size to the monthly charity.

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-MORE-



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For questions or more information, call Grow Yoga’s studio at (609) 241-0704, or email info@growyoganj.com

-30-



176 William Dalton Dr. Glassboro, NJ

08028

March 14, 2016

Release No. 2

For information call: Kyle Schachner at (609) 495-5527

kshaq777@gmail.com

Release: Upon Receipt

GROW YOGA: EXTENDING ROOTS TO GLASSBORO

(FREE CLASSES TO INTRODUCE COMMUNITY TO GROW YOGA)

GLASSBORO—After creating a community of disciples in Galloway, New Jersey, Grow Yoga Owners Tara and Jason Forslund wanted to extend their domain across South Jersey.

They asked Desiree Melonas to co-own the second studio location in Glassboro, New Jersey at 176 William Dalton Dr. As a welcoming gift, Grow Yoga is offering free yoga all day on March 26 with classes at 9:30 a.m., 12:00 p.m., 2:00 p.m., and 5:00 p.m. Parents can bring their children at 9:30 for a kids yoga class, or at 2:00 for Seedling Care—Grow's daycare.

Attendants can do more than take a class on March 26. There will be food and music, as well as local vendors and Lulu Lemon merchandise for sale. In addition, there will be a "one day only" offer: 40 days of unlimited yoga for \$30. Rowan students with proper identification will get a discount, as well as school teachers, healthcare workers, and law enforcement.

Melonas, the new owner-to-be, is a Ph.D. student at Temple University, studying political science. She has taught at Temple while pursuing her education, but she's leaving the academic life behind in order to focus on propelling the business and teaching classes there. Whether it's academic or Baptiste yoga, Melonas says "Teaching is always collaborative, creative and open. It's never just a transmission of information."

Melonas envisions the new studio as a site for healing, restoring, and regaining things that people felt like they lost. "That's what it did for me," she says, "I originally went due to pain, but now it's my life."

Co-owner Jason Forslund has built the new studio with the help of friends-made-laborers. "The entire team is pulling together to labor, love, and create this space for you. I'm stoked to see a whole new community be cultivated, thousands of new connections be made, and the dream of bringing Baptiste yoga to an entirely new community become reality," he said in anticipation.

Grow is passionate about charity and giving back to the community, so they are extending their philanthropy to Glassboro by offering a Community Class on Saturdays at 11:30 a.m. During this class, anyone can take the class for a donation of any size to a charity designated by Grow management each month.

Grow began their community outreach before they opened, as Melonas worked with Rowan University's Residence Life to set up two free yoga sessions on campus. There weren't many attendants, but the responses were positive—so Melonas hopes to set up more Residence Life events in the future to show college students how to productively relieve stress.

Erica Acosta, the Galloway studio's student of the month for February said, "The community that Tara and Jason have built is something that I've never seen before and it's something I've been searching for my whole entire life."

-30-



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kshaq777@gmail.com
Release: Upon Receipt

176 William Dalton Dr. Glassboro, NJ
08028
March 14, 2016
Release No. 2

GROW YOGA BECOMING NEW PART OF OFF-CAMPUS LIFE

(FREE CLASSES TO INTRODUCE COMMUNITY TO GROW YOGA)

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Grow's Galloway location is 3.6 miles away from Stockton University. In addition to a 15 percent discount for students, they are allowed to use their Osprey Card (their food dollars) for yoga classes. Grow yoga is still in the process of massaging out such relationships with Rowan.

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