

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### Grand Opening Weekend Planned at New Yoga Studio

SUFFOLK, Virginia (November 30, 2018) – A weekend of mindful activities are



planned as part of a Grand Opening celebration for Organic Roots, a new yoga studio that recently opened at 3616 Pruden Boulevard, in Suffolk. A Ribbon – Cutting ceremony will kick off the festivities on Saturday, December 1<sup>st</sup> at 10 a.m. with Suffolk City Council member Mike Duman on hand.

Husband and wife owners Selena and Tzvi “Kipi” Kipnis are yoga instructors who wanted to bring the practice “home” to Selena’s hometown. Previously, they have taught in locales all over the globe, such as Colorado, Israel and Hawaii.

At Organic Roots instruction will range from beginner on up and focuses on mindfulness, proper alignment and breath work. Customers can also elect for massage therapy which is offered on site as well, as well as a suite of holistic



products for body and home such as essential oils and hand-made lotions. A variety of drop-in opportunities and membership package options are available. Weekend events are free and open to the public and families are encouraged to attend. There will be raffles for free yoga classes, yoga practice, acro yoga (partner) demonstrations, massage, product sales and music by Sherri Linn of Fixity. Learn more at <https://www.facebook.com/OrganicRootsVa/>.

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