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Gaiam Supports Breast Cancer Awareness With Mari Winsor's Pink Ribbon Pilates Available Digitally And On DVD

NEW YORK, Sept. 3, 2013 /PRNewswire/ -- Gaiam, Inc., the leading distributor of lifestyle media, today announced the release of Mari Winsor's *Pink Ribbon Pilates*. One dollar from the sale of each DVD will be donated directly to the Breast Cancer Research Foundation. Celebrity trainer, Mari Winsor, who introduced Pilates to the masses, offers four workouts that feature efficient moves to get users in shape in record time. A very special "recovery workout" is also included.

As with all Pilates practices, core work is a central aspect of *Pink Ribbon Pilates*. In this program, Mari also works to improve users' flexibility and strength, as she leads them through band exercises that sculpt and tone the body on a deeper level. Many of the exercises use a small range of motion to focus on stretching and lengthening the muscles.

"As I've personally lost many friends to Breast Cancer, I am honored to be able to collaborate with Gaiam on a DVD that will directly benefit this cause," said Mari Winsor. "What I love about *Pink Ribbon Pilates* is that it offers a versatile practice for just about anyone – whether one wants to effectively sculpt and tone muscle, or needs a gentle, restorative practice."

Mari Winsor's *Pink Ribbon Pilates* offers four practices which can be done separately, or all together, plus a bonus routine:

- **Energize** – Increases energy with a routine designed to activate the core, glutes, legs

and arms.

- **Sculpt** – Using a resistance band in combination with Mari's signature Pilates moves, this workout sculpts and tones twice as fast for that long, lean Pilates body.
- **Flow** – A calorie-torching floor routine that combines core strengthening with lower body work for a head-to-toe makeover.
- **Restore and Stretch** – A soothing stretch work out that focuses on spine strengthening, muscle lengthening, and core centering.
- **Bonus: Road to Recovery** – A special practice designed to rebuild the body after a stressful period of illness or injury, this routine gently introduces fitness again with gentle spinal twists, trunk strengthening, and total body stretching to safely ease back into a normal workout routine.

"Gaiam has supported the Breast Cancer Research Foundation for the past 5 years, so collaborating with Mari on her *Pink Ribbon Pilates* DVD was the perfect fit for us," says Bill Sondheim, President and CEO of Gaiam. "Exercise is not just about having a fit body, it is also about restoring one's health to lead the best life possible."

Mari Winsor's *Pink Ribbon Pilates* is available September 3, 2013 digitally on iTunes and on DVD at Gaiam.com, Amazon.com and in stores nationwide.

About Mari Winsor

Fitness expert Mari Winsor is widely credited with popularizing Pilates and making this once-obscure workout accessible to the public at-large. Now the owner of two Winsor Pilates studios and with a continuous roster of A-list clients that includes Drew Barrymore, Elizabeth Berkeley, Minnie Driver, Daisy Fuentes, Jasmine Guy, Jewel, Melanie Griffith, Meg Ryan, Sharon Stone, Marisa Tomei, Courtney Thorne-Smith and Dita Von Teese, Mari remains the most sought-after trainer in Hollywood and a celebrity in the world of health and fitness.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of 62,000 retail doors, over 14,400 store within stores, a digital distribution platform and more than 10 million direct customers, Gaiam is dedicated to providing solutions for the many facets of healthy and eco-conscious living. The company dominates the health and wellness category and releases non-theatrical programming focused on family entertainment and conscious media. In addition Gaiam has exclusive licensing agreement with Discovery Communications and other licensing partners. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

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Video with caption: "Mari Winsor's Pink Ribbon Pilates DVD." Video available at: http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/FX-MM72142-20130903-1.mp4

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