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Gaia

Gaiam® Partners With Give Back Yoga Foundation For A Three Year Corporate Sponsorship

Gaiam donates to Give Back Yoga to provide veterans with the tools to experience the gift of yoga

NEW YORK, April 7, 2015 /PRNewswire/ -- [Gaiam](#), a leading yoga, fitness and wellness company, today announces a three-year partnership with the [Give Back Yoga Foundation](#), a not-for-profit organization dedicated to making yoga available to those who might not otherwise have the opportunity to cultivate a regular practice- including at-risk youth and veterans with PTSD. With the goal of sharing and spreading the transformative benefits of yoga, the Give Back Yoga Foundation embodies Gaiam's philosophy of providing "Yoga for Everyone."



As part of the partnership, Gaiam is making a special financial contribution to the Give Back Yoga Foundation's *Light the Way for Heroes*™ initiative, a campaign designed to provide the proper tools to veterans so they can practice and use yoga as a means of "navigating life after war" which will strengthen connections with loved ones and improve quality of life. With a goal of providing for 30,000 veterans, Gaiam and Give Back Yoga aim to empower veterans to use yoga as a means of living a peaceful, productive life.

Gaiam is also inviting their loyal online shoppers to support the cause by donating \$2 specifically to *Light the Way for Heroes* with every purchase on Gaiam.com. The customer donations through Gaiam.com will help to provide veterans with therapeutic yoga toolkits, which offer resources including practice guides, meditation audio and Gaiam yoga mats that can help veterans experience how a personal yoga practice supports a calm and steady

body and mind. One hundred percent of the donations collected are passed along to Give Back Yoga.

"We are thankful to partner with Give Back Yoga and provide aid to those who may not otherwise be able to discover and use yoga," said COO Cyd Crouse. "We hope that by providing the tools to experience this powerful practice, we can help share the inner peace and comfort that comes from a regular yoga practice."

"Time and again, we have received testimonials from veterans who have access to our Mindful Yoga Therapy practice guide, and who tell us 'Yoga has changed my life. Yoga has saved my life,'" says Give Back Yoga Executive Director Rob Schware. "Through Gaiam's partnership, we can bring these resources to many more returning warriors, giving them a valuable tool to lead a peaceful and productive life."

Gaiam will also be donating yoga mats to the Give Back Yoga Foundation, for use in all of their initiatives.

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 over 38,000 retail doors, close to 15,000 store within stores, 5,000 category management locations, along with e-commerce and digital subscriptions platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About The Give Back Yoga Foundation

The Give Back Yoga Foundation is a national nonprofit organization dedicated to making yoga available to those who might not otherwise have the opportunity to experience this transformational practice — including veterans, first responders, at-risk youth, prisoners and those recovering from eating disorders. Learn more at <http://givebackyoga.org>.

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