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**Subject:** Yoga Initiative Meeting  
**Location:** Governor's Office  
**When:** 4/1/2015 9:15:00 AM - 9:30:00 AM

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**Staff:** KV and Tim

**Re:** Follow-up from the meeting

**The Ask:**

In the previous meeting, Krya, Jessica, and Chastain told Governor Haley that they will be raising money for "Palmetto Place" as well as "Achieve Columbia". "Palmetto Place" will receive 75% of the proceeds while "Achieve Columbia" will receive 25%.

The ask of the governor was to help them find sponsorships. They asked that the Governor put them in touch with people or companies that can give \$10,000-\$20,000. They are asking for 6 people/names. The Governor mentioned AT&T in the meeting, as well as Bank of America. The women asked if Uber would also be a possibility.

**Press Release:**

**SOUTH CAROLINA YOGIS ANNOUNCE YOGATHON BENEFITING CHILDREN'S CHARITIES  
YOGA REACHES OUT SOUTH CAROLINA YOGATHON**

**FOR IMMEDIATE RELEASE**

Contact: Jessica Lathren, Yoga Reaches Out South Carolina

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Columbia, SC (March 10, 2015) – Yoga Reaches Out South Carolina will hold its first yogathon benefiting South Carolina based children's charities. 500 yogis will come together at the Columbia Metropolitan Convention Center on Sunday, October 11, 2015 to raise funds for Palmetto Place Children's Shelter and Achieve Columbia. Yoga Reaches Out is proud to announce two Honorary Chairs for this inaugural event. Governor Nikki Haley and University of South Carolina President Harris Pastides are offering their support of Yoga Reaches Out and its mission to serve at-risk teens in the state of South Carolina. {insert quote?}

Rolf Gates will serve as lead presenter for the event. Gates is an author of the acclaimed book on yogic philosophy, "Meditations from the Mat: Daily Reflections on the Path of Yoga." He conducts Vinyasa intensives, retreats and teacher trainings throughout the United States, abroad and online. A former social worker and United States Airborne Ranger who has practiced meditation for over twenty years, Gates brings his eclectic background to his practice and his teachings.

Five local yoga presenters will join Gates to guide yogis in practice and to celebrate seva, the concept of selfless service central to yogic traditions. Local presenters include Lacy Carbone of Bikram Yoga Columbia, Stacey Millner-Collins of City Yoga, Mitchell Hughes of Grassroots Yoga, private instructor Pamela Meriwether and Heath Shealy of Yoga Masala. Sally McKay will serve as emcee. The day will include musical guests and marketplace opportunities.

**THE IMPACT OF GIVING BACK**

Organizers Kyra Strasberg and Jessica Lathren chose Palmetto Place Children's Shelter and Achieve Columbia based on their commitment to assisting teens in need of stability and support.

The Palmetto Place Children's Shelter provides a safe and nurturing environment for abused and neglected children and unaccompanied teens, offering them a broad range of services concentrating on personal healing and development. Since opening in 1977, Palmetto Place has cared for more than 6,700 at-risk children from newborn to age 17.

Achieve Columbia was founded in 2012 to serve students who have demonstrated academic promise but who are facing factors such as extreme poverty, exposure to serious trauma without access to appropriate

mental health counseling and a lack of role models who have graduated high school. Through tutoring, mentoring and counseling, Achieve Columbia helps students reach their full potential in middle school, high school and beyond.

#### ABOUT YOGA REACHES OUT

Yoga Reaches Out (YRO) is a 501©(3) public charity that makes a difference in the lives of children by raising funds for children's organizations through yoga events. YRO was founded by personal trainer and yogi Sarah Gardner of Wayland, Massachusetts. In the fall of 2010 YRO held its first Yogathon at Gillette Stadium's Field House in Foxboro, Massachusetts. Since that first event, YRO has held annual Yogathons on both coasts as well as countless local events. To date, YRO has raised over one million dollars and distributed those funds to numerous organizations focused on helping children and their families