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Event Dates: October 20-December 31, 2018

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Be Move Inspire Challenge at Yoga Factory Adds New Meaning to Your BMI Yoga Factory Seeks to Change Lives through 10 Week Weight Loss and Wellness Challenge this Winter

(September 1, 2018), Pittsburgh, PA – From October 20-December 31, 2018, Yoga Factory Pittsburgh (celebrating 10 years) will host its first ever yoga weight loss challenge during the winter months. The B.M.I. (Be Move Inspire) Challenge will demonstrate the long-term effects how a consistent yoga practice can be used to drastically improve health. The idea was inspired by Bikram Yoga Portsmouth, a studio in New Hampshire that has run a similar Biggest Loser Challenge for the past three years with great success. This event has yielded dozens of new yoga practitioners who are in better overall health because of their consistent practice of the Bikram Yoga method.

“The real rewards of practicing yoga come when you start to see yoga as a way of life, not just a hobby or workout,” says Yoga Factory owner, Zeb Homison. The intent of the B.M.I. Challenge is encourage students to make a real change in their health, using a consistent Bikram practice and its therapeutic benefits to help them maintain a healthier weight, regulate metabolic functions, reduce unwanted cravings, and improve energy levels. Several scientific studies have been published on the benefits of the Bikram yoga series in improving these areas of health; though the real testament comes from those who have lived the changes themselves. Students from years past are being drawn back to this transformative practice because of this challenge: “When I moved away from my studio a few years ago, I never found a proper replacement... I’ve let myself slip out of shape over the past year-this feels like the right way to make a change.”

The B.M.I. Challenge will launch on Saturday, October 20 with an initial weigh in, measurements, photographs, and a discussion with Yoga Factory staff about the postures and their benefits. The kick off day will also be led by two Yoga Factory instructors who are nurses by trade, and will speak to the participants about the benefits of the practice, nutrition, and address other health concerns that will hopefully be alleviated by the end of the Challenge. Challengers will be organized into teams who will work together to achieve maximum collective weight and size loss through a minimum 4 time per week practice. A midway and final weigh in will be conducted, the later being just before the turn of the New Year. The team with the most overall loss will win a prize, and the individual with the most loss will win a free, one-year unlimited membership to Yoga Factory Pittsburgh. The winners will be announced on January 1, 2019, which will also be the launch of the school’s annual Winter Bingo Challenge.

Says one participant committed to the Challenge: “I recently gained 20 pounds as an effect of stress... I am hoping that this challenge will allow me to be more meditative and more mindful, which will help me quell my stress and live more presently.” The practice of yoga is mental as much as it is physical, and Yoga Factory Pittsburgh hopes that those who choose to take on the Challenge are prepared to make a real change in the way they think about their overall health, not just their size. It will not be an easy process for Challengers; but with added camaraderie and support from the Yoga Factory staff, the school hopes this event will catalyze a stronger yoga community, and inspire others to join it.

Yoga Factory Pittsburgh is part of a building network of yoga schools in Annapolis, Crofton, and Washington, D.C., and Teacher Trainings in the Bikram method. Yoga Factory Pittsburgh welcomes interested yogis to register for the B.M.I. Challenge, and commit to changing their lives through yoga this winter. Registration and membership information are available online at www.YogaFactoryPittsburgh.com/bmichallenge. More information about Yoga Factory affiliated schools and Teacher Training programs, can be found at www.YogaFactory.com. Support for the school’s B.M.I. Challenge, including sponsorships, are welcome. Contact Angelica Daniele at angelica@yogafactorypittsburgh.com to discuss various ways to contribute.

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