



MODO YOGA AUSTIN
CALM MIND | FIT BODY | INSPIRED LIFE

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KMFA 89.5 and Modo Yoga Austin Announce Partnership
Classical music combines with Modo yoga to bring total mind and body wellness to Austin

AUSTIN, Texas (September 30, 2015) — Modo Yoga Austin, an eco-friendly studio featuring the Modo series of hot yoga, today announced its partnership with the all-classical public radio station of Central Texas KMFA Classical 89.5. Austin’s non-profit, listener-supported station will combine forces with the Austin yoga studio for community-wide events and classes as well as to support a shared mission of giving back to the community.

Starting in October, KMFA will serve as Modo Yoga Austin’s karma charity of the month. Every Wednesday evening of the month from 8 to 9 p.m., all are welcome to participate in a donation-based karma class in studio with a minimum of a five-dollar donation. Class proceeds go toward supporting the nonprofit radio station with its charitable initiatives including its arts education programs for the Central Texas community, most notably the station’s popular “Fall into Music” Instrument Drive and “Kids Recording Kids” programs.

“Classical music is known to reduce stress and lower blood pressure, and our listeners tell us that KMFA is a source of sanity in an otherwise hectic day,” says Ann Hume Wilson, the President and General Manager of KMFA Classical 89.5. “When you combine the benefits of classical music with the physicality of yoga, it creates a total mind and body wellness that is very powerful.”

With community-wide events taking place in the heart of Austin this fall and continuing into 2016, both Modo Yoga Austin and KMFA can better maximize awareness and fundraising efforts for charitable causes every month. Details and timing of upcoming co-hosted events and free pop-up yoga classes provided by Modo Yoga Austin and KMFA will be shared on both the KMFA and Modo Yoga Austin websites as well as being posted on social media.

“It is an honor to partner with KMFA—such an incredible, 50-year-old Austin establishment that has deep roots in our community,” says Meghan McCracken, studio director of Modo Yoga Austin. “As a huge fan and daily listener of KMFA, I have experienced the total mind and body health benefits classical music brings to its listeners. When combined with the stress-relieving and therapeutic powers of yoga, the stresses of everyday life are removed and your mind and body are renewed. We look forward to bringing this health and wellness to the Austin community.”

In the studio, [KMFA will provide music playlists](#) to inspire and restore the human spirit for those

practicing the Modo series of hot yoga or Yin yoga restorative classes. Relaxing classical music and the transformative healing and health benefits of Modo yoga combine to create the perfect pairing, especially for those who participate in daily practice.

This partnership helps bring to life Modo Yoga's passion for community and giving as stated in the studio's Seven Philosophical Pillars: Be Healthy, Be Accessible, Live Green, Community Support, Reach Out, Live to Learn, and Be Peace. To learn more about the partnership and upcoming class and event schedule, please visit austin.modoyoga.com.

About KMFA Classical 89.5

KMFA Classical 89.5 is a nonprofit, listener-supported radio station which recognizes that classical music inspires and restores the human spirit. KMFA handcrafts exceptional classical music experiences on-air, online, and in community. Since 1967, KMFA has enhanced the region's cultural environment as an educational and cultural institution. For more information or to listen online, visit kmfa.org.

Modo Yoga Austin

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About Modo Yoga®:

Founded in 2004, the Modo Yoga series began with the vision of two individuals and has since grown into a worldwide community with classes and studios around the globe. Modo Yoga is a group of independent hot yoga studios committed to ethical, compassionate and environmentally conscious living. This family has evolved and flourished with the ideas, hard work and support of every Modo Yoga studio owner, Modo Yoga teacher and most importantly through a community of devoted students working on bettering the world on a subtle level—one yoga class at a time. All classes are rooted in the Modo Yoga series and based on the Seven Pillars: Be Healthy, Be Accessible, Live Green, Sangha Support, Reach Out, Live to Learn and Be Peace. There are currently 64 locations around the world, including several locations in the United States such as New York, Los Angeles, and most recently Austin. To learn more about Modo Yoga Austin, please visit: austin.modoyoga.com, follow us on Twitter at [@ModoYogaAustin](https://twitter.com/ModoYogaAustin) and 'Like' us on Facebook: www.facebook.com/ModoYogaAustin. Join the conversation by using the hashtag #DoYouModo.

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