

The Yoga Bridge Launches New Online Store, Targets Health Benefits of Yoga

Millions of Americans are discovering the practical benefits of yoga. To better serve the growing market, Chicago-based retailer The Yoga Bridge has unveiled a new website, featuring a wide selection of brand-name yoga equipment, eco-friendly yoga mats, and more.

February 27, 2010 (FPRC) -- Not too long ago, most people associated yoga with chanting, unnatural poses, and New Age music. Times---and perception---have changed. As yoga has become more mainstream and accessible, the yoga movement in the United States has spread quickly. According to a 2008 market study by Yoga Journal, nearly 15.8 million Americans practice yoga.

And people are turning to yoga for more than just meditation and relaxation. The study concluded that almost half of practitioners do so to improve their overall health, pointing to lower stress levels, lower blood pressure, better sleep and enhanced flexibility, as well as improved concentration and circulation.

In response to the growing demand in the yoga market, The Yoga Bridge has launched a new online store, making it easy for both beginners and seasoned pros to find the right yoga equipment for their individual needs. The new store features a wide variety of stylish and brand-name gear, including eco-friendly yoga mats, blocks, blankets, straps, and much more.

“Yoga has become so much more mainstream,” says Yoga Bridge founder Holly Osterman. “When I started practicing years ago, I was simply looking for a new way to relax and unwind. But as I got older, I discovered that certain poses helped me manage my migraines. I began sleeping better and feeling better. I also found a handful of yoga props that really helped my practice.”

Osterman is typical of today’s yoga consumer. In fact, the Yoga Journal study showed that Americans spend \$5.7 billion annually on yoga classes and products, such as yoga mats, gear, DVDs and clothing.

“We see a huge demand for high quality yoga mats and props. We wanted to create a pleasant buying experience, offer brand-name yoga equipment, and make it easy for people to discover the health benefits of yoga,” Osterman shared.

The new website delivers, offering customers a variety of yoga products and accessories, a Wish List, and toll-free customer support.

ABOUT THEYOGABRIDGE.COM:

The Yoga Bridge makes it easy to discover the benefits of yoga with a selection of brand-name yoga equipment, an easy-to-navigate website, and toll-free customer support. For more information, visit <http://www.TheYogaBridge.com> or call 877-820-YOGA (9642) between the hours of 8:00 am to 6:00 pm CST Monday through Friday.

Contact Information

For more information contact Holly Osterman of The Yoga Bridge (<http://www.TheYogaBridge.com>)
877-820-9642

Keywords

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