



FOR IMMEDIATE RELEASE

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Yoga Rocks the Park Set for Midtown Crossing Debut

Omaha, Neb. – Yoga Rocks the Park, a dynamic, weekly blend of outdoor yoga and live music, debuts this Sunday, May 29 in beautiful Turner Park, Midtown Crossing's seven-acre front yard.

"It's going to be so much fun," said Lora Haase, Omaha yoga instructor and local Yoga Rocks the Park director.

A first of its kind offering in Omaha, Yoga Rocks the Park will be held at 4 p.m. every Sunday through July 24. Each 90-minute session will feature a top local or national instructor, live music from a local band or DJ, and access to a nationally-recognized children's program, Camp Yoga Rocks. The experience is free and open to yoga enthusiasts of all levels.

"It's for beginners. It's for advanced practitioners. It's for everyone who wants to get outside and enjoy," said Haase.

Though Yoga Rocks the Park and Camp Yoga Rocks are free, participants are asked to pre-register at www.yogarocksthepark.com. Sign in begins at Turner Park at 3:30 p.m. As an added bonus, each participant will receive a \$5 gift card to Crave Restaurant which is hosting a weekly Yoga on the Rocks after-party at 5:30 p.m.

Yoga Rocks the Park began in Denver. Haase was inspired to bring it to Omaha after visiting Turner Park with a friend last year.

"I just had this vision that this park is going to be filled with yoga mats," she recalled. "As I started researching, Yoga Rocks the Park kept coming up. So, I contacted the founder in Denver. He e-mailed me and said, 'Yes, let's bring Yoga Rocks the Park to Omaha.'"

Haase added, "Midtown Crossing is the perfect place for an event like this because of the

retail, the dining, and the residential that surrounds Turner Park. You can come, hang out and do your yoga and then have a picnic with your family afterward on the grass. Or, you can come to Turner Park just for the music and then walk a few feet and go have a drink or dinner.”

In addition to promoting wellness and community here in Omaha, Yoga Rocks the Park also benefits a much broader population. Free will donations and a percentage of sponsorship and vendor contributions will benefit Yoga World Reach, a non-profit which provides yoga and alternative therapy programs to those in need both locally and around the globe.

“It's an organization that goes into impoverished countries and impoverished cities in the United States and teaches inner-power, peaceful yoga as an option for a lot of people who are hurting,” said Haase.

Yoga Rocks the Park is presented by Spiritual Gangster. Midtown Crossing is a gold sponsor.

Midtown Crossing is urban living redefined, the fastest-selling condominium community in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010).

Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing boasts 225,000-square-feet of unsurpassed dining, diversion and retail as well as nearly 500 condominium and apartment units, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

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