



Yoga Fundraiser Surpasses All Expectations for Helping Children with Life Threatening Diseases

***Karma Is Action* Raises More Than \$65,000 In First Yoga Challenge**

FOR IMMEDIATE RELEASE:

Sausalito—In the charity’s first ever month-long yoga challenge, *Karma Is Action* raised over \$65,000 which was donated to recreational camps for children with life threatening disease in the month of June.

Karma Is Action is a yoga-based non-profit fundraiser in which yoga students, typically adults, take a 30-day challenge to complete as many classes as possible in a 30-day time period. During this time, they ask family, friends and co-workers to sponsor them. The money raised is used to provide children and their families respite at fully funded, medically staffed camps around the country. After the sometimes brutal and lengthy treatments necessary to battle childhood cancer, leukemia, lymphoma, AIDS, and sickle cell anemia, pediatric camps provide life-changing support for children and allows kids to be kids again.

“We have been astounded by the response from yoga students taking the *Karma Is Action Challenge*,” said founder Kathryn Banks. “When we launched *Karma Is Action*, we said ‘This is it, there is absolutely no money in the coffers, let’s try to do it right and see what happens.’” With no marketing funds, the challenge was promoted with an email blast to yoga studio owners and a very rudimentary webpage. Things looked grim, but the board members from around the country forming *Karma Is Action* had faith in their spokesperson, Rajashree Choudhury, a mother and respected yoga teacher and former yoga champion from India.

“When we sent out the email to yoga studios, the invitation to join *Karma Is Action* was from Rajashree,” continued Banks. “We knew with her reputation of being honorable, knowledgeable and respected, yoga students and studio owners would take notice. Rajashree has visited a pediatric oncology camp in Northern California with her daughter, so she could speak firsthand about the miraculous support and spiritual healing kids receive at camp.”

Night after night board members received news about the money pouring in from New York, Boston, San Diego, Los Angeles, Dallas, Denver, Boulder, Las Vegas, Grosse Pointe, and smaller cities from states such as Kentucky and Maryland.

“It has been an honor to be a part of this miraculous endeavor,” said Rajashree Choudhury. “They give me credit, but really, helping children is the only right action to take. It is our duty as members of the world community.”

Based on the technical definition of the word ‘karma’ which means ‘action’, the non-profit believes that only through action can healing benefits for children and the planet can be achieved. In the first challenge of the year, *Karma Is Action* focuses helping children with life-threatening disease, in the second challenge in October, the funds will go towards cleaning up world’s oceans and protecting marine wildlife.

In an exciting year end celebration with the hope of attaining their \$200,000 goal, *Karma Is Action* is hosting a weekend retreat November 21-23 at world famous resort, Resort At Squaw Creek in Lake Tahoe, California. The retreat will feature a special class taught by Rajashree Choudhury, and an awards ceremony for the highest fundraisers.

For more information regarding any of the above, please contact:

Kathryn Banks

Karma Is Action

4 Ridgeview Court

Sausalito, CA 94965

415 300 6533

Kathryn@c6strategy.com

www.karmaisaction.org