



Heath Montgomery
Sr. Public Information Officer
Ph: (303) 342-2295
Recorded media line: (303) 342-2280
Pager: (303) 342-2288
heath.montgomery@flydenver.com

FOR IMMEDIATE RELEASE

‘Yoga on the Fly’ Brings Holiday Stress Relief to Denver International Airport

DENVER – Nov. 6, 2017 – Mountain pose, plank or tree? Passengers at Denver International Airport (DEN) are now able to relax before or after a flight in the sanctuary of a private yoga studio.

Yoga on the Fly®, located in the center of Concourse A, opened today and offers yoga and meditation practices designed for the modern traveler. The concept provides easy-to-follow instructional videos, yoga mats and wireless headsets within each of its private, mini studios, offering passengers an escape from mental and physical stress.



The private yoga studio is expected to open Nov. 6 and will be open 7 a.m. to 9 p.m. Sunday through Friday, and from 7 a.m. to 7 p.m. on Saturdays. Sessions range in price from \$15 to \$60 depending on the amount of studio time.

The studio includes a welcome desk, five private studio rooms and a curated retail selection of athleisure wear and mindful travel accessories. Class options range from 8 to 20 minutes and include yoga, meditation and breathwork via instructional iPad videos. Classes, which can be combined for longer sessions, feature guided movement specific to travel-related issues such as poor circulation, muscle aches, anxiety and more. The retail offering will showcase travel and wellness-minded brands including MPG Sport, Blooming Lotus Jewelry, Manduka, Zaq, S’well, Go Dash Dot and more.

DEN is Yoga on the Fly’s® first location, which will begin with a 90 day residency during the holiday season as part of the airport’s innovative Retail Merchandising Unit cart and kiosk program. Managed by Provenzano Resources Inc., a specialty retail leasing firm, the DEN program provides entrepreneurs with short-term leases to try new concepts and products in an airport environment with lower capital investments.

About Yoga on the Fly®

Yoga on the Fly® is your ticket to traveling well™. As the first-to-market private airport yoga studio, Yoga on the Fly® provides yoga and meditation practices designed for the modern traveler, offering a simple and efficient experience focused on alleviating stress, promoting health and increasing well-being. The concept features easy-to-follow instructional videos, yoga mats and wireless headsets within each of its private, mini studios, allowing passengers and air travel employees to escape from the mental and physical stress of traveling. For more information, visit www.yogaonthefly.com.

58 million passengers traveling through the airport each year, DEN is one of the busiest airline hubs in the world's largest aviation market. DEN is the primary economic engine for the state of Colorado, generating more than \$26 billion for the region annually. For more information visit www.FlyDenver.com, check us out on [YouTube](#), [Pinterest](#), and [Instagram](#), like us on [Facebook](#) and follow us on [Twitter](#). For current employment opportunities, visit jobs.flydenver.com.

###

Release 17-082