

Yoga for Weddings™

Bringing the Deep Breath to the Big Day for Brides-to-Be, Their Fiancés, Families, and Friends

New York, NY (PRWEB) February 27, 2008 - Pulling off a storybook wedding can be a stressful affair. Many small details need to be carried out; personal and family expectations can be difficult to manage; and conducting business with vendors can be challenging. Recently, the 5,000-year-old practice of yoga has found a new audience with brides-to-be and wedding planners. Yoga-marketing and trends-expert Megan McDonough, of Mindful Marketing, named "yoga for weddings" as one of the top trends in yoga for 2008.¹

In 2006, Lisa Helfer, M.A., R.Y.T., a yoga teacher and entrepreneur founded **Yoga for Weddings™** to bring the benefits of yoga to brides-to-be, their fiancés, families, and friends. Over the summer, she taught a yoga class on the morning before a friend's wedding at a lodge in Washington. The class was designed to have a ceremonial feeling and for it, Helfer thematically chose poses, hand gestures, and meditation exercises that focused on union—an idea foundational to both yoga and marriage. She also asked everyone to participate in creative rituals that honored the bride and groom. Afterwards, the bride and groom, family members, and many jet-lagged guests remarked that it had been a wonderful experience for them.

"That class showed me how yoga could cast the wedding-planning process, day, and ceremony in an entirely different light ... as a journey on which a bride, her fiancé, family, and friends obtain a dynamic foundation of stress-management tools. Yoga helps everyone remain in touch with the true meaning of the day. It also allows the dreams and expectations of the bride and groom to unfold in an effortless and balanced manner," Helfer said.

Helfer now teaches uniquely designed wedding-themed yoga classes for brides, their fiancés, friends, and family members, and workshops for brides-to-be. The classes and workshops aim to balance and de-stress both the mind and body throughout the planning of a wedding, during the week of the wedding, on the day of the wedding, and after the wedding. She also organizes yoga-themed bridal showers, bachelorette parties, and officiates at yoga-themed wedding ceremonies.

"It has been wonderful to see how the philosophical tenets and physical practice of yoga can help those involved in the wedding-planning process. From start to finish, yoga helps everyone stay calm, get in shape, more adeptly handle the myriad decisions that need to be made, and maintain positive communication and interactions with each other," Helfer commented.

LUXE Destination Weddings™ recently formed a partnership with Helfer to be its **Mindful Weddings Program™** coordinator. LUXE, which coordinates nuptials in the Caribbean and Mexico, embraces yoga for pre-wedding relaxation with Mindful Weddings. Aiming to infuse the principles of patience, acceptance and serenity within the wedding group, LUXE will send Helfer onsite to craft personalized wellness regimes. She will teach intimate yoga sessions for the couple-to-be, or a bonding experience for the two families.

Helfer is also facilitating **Yoga for Brides-to-Be™** workshops and will be teaching one in London in March 2008. To attend or schedule a workshop in your area, please visit the Yoga for Weddings website at www.yogaforweddings.com.

About Yoga for Weddings™:

Lisa Helfer M.A., R.Y.T. is the founder of Yoga for Weddings™ and a member of the International Association of Yoga Therapists. Yoga for Weddings has been featured in *Yoga Journal*, *Contemporary Bride Magazine*, *Seattle Metropolitan Bride and Groom*, *Brides Magazine UK*, *Fit Sugar*, *Bridalwave Magazine*, *NeoBoda Online*, and *Brides in the City*. Look for the company in *Bridal Guide Magazine* and *FitYoga* in 2008.

For more information, please contact Lisa Helfer by phone at: 1-646-373-9946 or visit the website at: www.yogaforweddings.com.

About LUXE Destination Weddings™:

LUXE Destination Weddings is a boutique destination wedding consulting firm and travel agency specializing in luxury destination weddings in the Caribbean and Mexico. LUXE is a complete wedding destination solution – a true 'one-stop-shop' – dedicated to the success of destination weddings. LUXE has built its reputation by handcrafting luxury weddings for clients at the world's most exclusive resorts. LUXE was founded on a unique sense of service and style that is evident in all of the weddings they plan. Their philosophy is...when it comes to celebrating a marriage, perfection is the only standard. www.luxedestinationweddings.com.

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¹ <http://prweb.com/releases/2008/1/prweb631291.htm>