



# BRIGHTON YOGA FOUNDATION

## Who Are We?

Brighton Yoga Festival was launched in 2014 to run an annual free-entry yoga festival in the city to help reach those in the wider community who were not aware of the benefits of yoga.

At its annual Festival event, the Foundation brings together yoga teachers from across the city and beyond to offer yoga classes and workshops. The Festival is free to enter – the largest free entry yoga Festival in the UK – with classes accessible by voluntary donations. It is open to all, regardless of age, experience or fitness levels with many specialist and beginners classes for those who have never tried yoga before.

Brighton Yoga Foundation is a registered charity (number 1166982). The teachers, practitioners and other professionals who make it possible do so as volunteers and any excess income from donations and sponsorship is used to support the grant funding we offer and our community outreach work.

# 2017 Brighton Yoga Festival

The 2017 Brighton Yoga Festival was hosted at the Sussex County Cricket Ground and was over two days on July 7<sup>th</sup> & 8<sup>th</sup>.

Our marketing and promotion spanned far beyond Brighton and Sussex, with plenty of awareness in London, as well as many of our festival-goers travelling from further afield to visit the festival.

The festival saw a footfall in excess of 3000 people.



# Event Partnerships

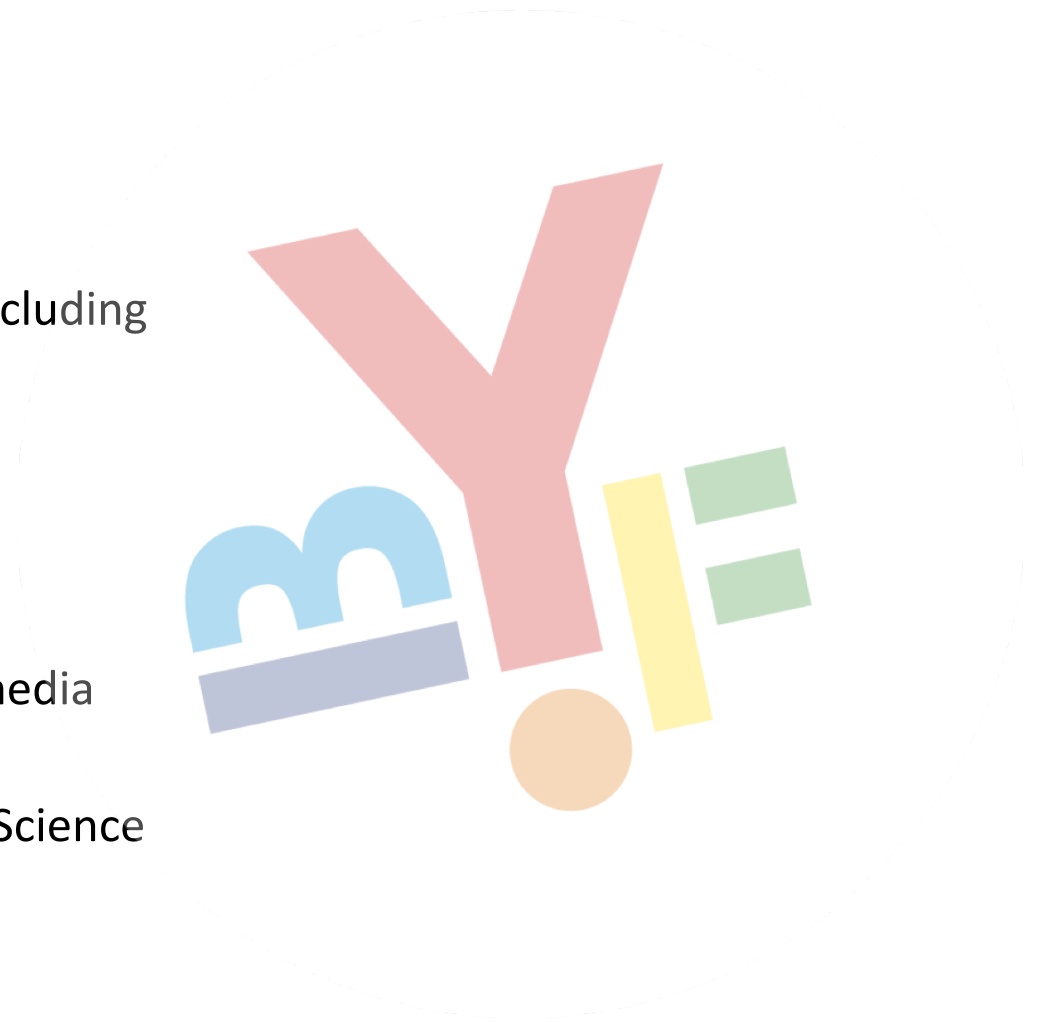
Putting on such a large activities based event is dependent on so many people, not least of which are our partners and sponsors whose passion for the cause and funding are fundamental to the success of Brighton Yoga Festival. Working with them has meant that this event constantly delivers an amazing and safe experience for everyone.

We work closely with our partners to reduce the waste and encourage sustainability throughout the festival.



# Key features – 2018 Festival

- “Free to enter” event
- Dedicated Beginners and Specialist Zones
- Workshops with well-known teachers for which we charge – including Esther Eckhert – confirmed
- Over 100 yoga classes
- Exciting, unusual features to attract media attention
- Eco-friendly event – as plastic-free as possible
- Bigger attendance than ever (5000 over weekend) and more media coverage
- Space Yoga workshop/class/talk with Space Agency / Guerilla Science – confirmed





# Community Outreach Work

Brighton Yoga Foundation is committed to taking yoga to those who need it most - people who have never experienced yoga, who cannot afford yoga classes or think it is "not for them".

We are running a Yoga for Teenagers project in East Brighton with support from the Robert Eaton Memorial Fund and Brighton & Hove City Council. We are working to introduce yoga into schools across the city and beyond.

We are discussing with MIND how best to launch yoga in mental health projects.

We hope to develop yoga programmes in Lewes Prison.

We have also allocated £1000 from our funds to support small local yoga projects in the community, offering yoga:

- To women overcoming domestic abuse
- To LGBT young people
- To the elderly and nursery aged children combined



# Get involved

If you would you like to get involved you can join the army of volunteers, become a sponsor, put on an exhibition or make a contribution in one of many ways, please do contact us we would love to hear from you.



[www.brightonyogafoundation.org](http://www.brightonyogafoundation.org)



[@brightonyogafestival](https://www.facebook.com/brightonyogafestival)



[@BTNYogaFest](https://www.twitter.com/BTNYogaFest)



[relax@brightonyogafoundation.org](mailto:relax@brightonyogafoundation.org)

