



Pink Lotus Yoga

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Lakewood's Pink Lotus Yoga Studio Announces Community Outreach Endeavor with "Bend for the Beck" Celebration on Sept. 29

All-day event features dedication of studio's two new public art bike racks designed by local sculptor David Smith, donation-only yoga classes, and silent auction/raffle to benefit Beck Center for the Arts' Creative Arts Therapies programs.

LAKEWOOD, OHIO, SEPTEMBER 2012 – For Marcia Camino, there's more to yoga than going to class to exercise and relax. The owner of [Pink Lotus Yoga](#) (PLY) in Lakewood firmly believes that the practice of yoga ultimately is about fostering a sense of community, not just within the four walls of her Lakewood studio but in the surrounding community at large – through outreach and involvement. That is why Camino is sponsoring "Bend for the Beck," a fundraiser for a local nonprofit organization, on Saturday, Sept. 29 at her studio. All proceeds benefit the Creative Arts Therapies programs at Beck Center for the Arts, the leader in comprehensive arts education in Northeast Ohio.

When Camino opened her studio at 18103 Detroit Ave. in December 2011, she didn't want to have her own space to just teach students a wide variety of yoga styles; she also wanted a place where people could come to grow, connect and build awareness with each other and the world around them.

"Every yoga studio has a mission to build a community," Camino says. "I wanted to bring that sense of community to extend beyond my students' yoga mats. Practicing yoga isn't about the time you spend in the studio. It is about involvement and mindfulness in every aspect of life."

Camino, a Lakewood resident for the better part of a decade, practices what she preaches. Over the years, she has held a number of special fundraiser events benefitting a number of non-profit organizations, including the Cleveland Foodbank, Edna House and even her Detroit Avenue neighbor, Lakewood Congregational Church and

its Youth Homeless Awareness Sleepout. What's more, for the past five years, even before she owned her own studio, Camino has encouraged her students to take alternative transportation to class— walking, biking, carpooling, public transit – instead of driving. She calls this Pink Goes Green and has offered incentives to those who participate.

Working and living in a city where bicycling plays a major role in daily life, Camino was thrilled when the city of Lakewood last year began an intensive public process to build a strategy to make Lakewood the most bike-friendly community in Ohio through its BikeLakewood master plan, which includes installing bike racks near businesses throughout the city. So thrilled, that she commissioned -- with the city's blessing -- Cleveland 3D metal sculptor David Smith to create truly unique bike racks for installation in front of the PLY studio.

On Saturday, Sept. 29, at noon, Camino, Smith and local officials will dedicate *Big Pink Yoga Dude* and *Yoga Dude Junior*, the studio's two new bike racks. Named by the artist, these sculptures are sure to be conversation pieces, thanks to their size and eye-catching color – opening the racks for use by all bicyclists in Lakewood.

Smith, a self-proclaimed yoga addict, met Camino 7 years ago at the Cleveland Botanical Garden, where she first started teaching yoga. She was his first yoga teacher, and he was one of her first yoga students. When he first started practicing yoga, he suffered from debilitating neck problems. Since then, Smith has pursued a consistent yoga practice, following Camino to her various teaching locations over the years. He credits regular yoga with healing his chronic neck injury.

"I truly believe in that yoga does wonders for the mind, body and spirit. The disappearance of my neck problems are testament alone to that," Smith says.

He adds " that as Camino's long-time student and friend, he not only is one of her biggest supporters of her yoga business but also in her community outreach efforts, which is why he designed the Yoga Dudes bike racks for her.

"I wanted to support Marcia's good work at her studio and in the community. The bike rack and the fundraiser were logical ways to help," says Smith, who has turned his passion for metalworking into a career over the past 12 years.

"Lakewood already has some notable works of public art, so we wanted to contribute with bike racks that added to the city's unique character. *Big Pink Yoga Dude* and *Yoga Dude Junior* will be sure to turn heads," Smith adds.

The dedication is part of the studio's new PLY Outreach Endeavor – recognizing the work of Smith and other local artists, as well as featuring the goods and services of other local businesses as part of a fundraiser to benefit Lakewood's own Beck Center for the Arts' Creative Arts Therapies programs, with the intent to help support programming at this unique creative and performing arts center.

Camino, who became a certified and registered yoga instructor in 2004, will kick off "Bend for the Beck," this special day of community outreach by teaching two donation-only yoga classes:

- 9 to 10 a.m., Gentle Yoga
- 10:15 to 11:15 a.m., Amrit Yoga

The Noon dedication will be followed by a studio open house and reception until 4 p.m. The day's activities will also include a silent auction of 24-inch replicas of Smith's yoga bike racks, known appropriately as *Little Yoga*

Dudes, as well as a raffle featuring donations from studio students, friends and other local artists and businesses. All proceeds will benefit Beck Center for the Arts' Creative Arts Therapies programs.

“Bend for the Beck’ is just the start of Pink Lotus Yoga’s active and ongoing involvement in Lakewood, the west side and the greater Cleveland area and even beyond those borders,” says Camino. “It officially kicks off our new PLY Outreach Endeavor. Each month we’ll select one non-profit organization to raise funds for in the studio.”

According to Camino, this monthly effort will be modest, ranging from a “Change for Change” donation box set up in studio where students can make cash donations, as well as special, donation-only classes, where proceeds will go to that month’s designated charity.

The “Bend for the Beck” fundraiser on Sept. 29 will be one of two larger events each year. The next will be in the spring, and focus on Harvest for Hunger, Camino says. “We have exciting things on the proverbial drawing boards,” she says. “Keep an eye on Pink Lotus Yoga. You won’t be disappointed with what we offer – both on the mat and in the community.”

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About Pink Lotus Yoga

Pink Lotus Yoga began in 2005 as a small teaching endeavor founder Marcia Camino created so that she could share yoga, one of her greatest loves. Teaching initially on Cleveland's east side and then relocating to the west side, Camino has led classes and workshops all around the area, from fitness gyms to spiritual and yoga centers, from city parks and gardens to community rec rooms. In those early teaching days, Marcia's motto was, "Have mat, will travel." In late 2011, Camino decided to plant Pink Lotus Yoga in its own space, setting out to grow the Pink Lotus Yoga community (kula) and the larger community, subsequently. Now her motto is, "I am here" because, just as yoga has always been there for Marcia when she has needed it, Pink Lotus Yoga is devoted to being here--at home at 18103 Detroit Avenue, in Lakewood, Ohio--for all who embark on the yoga journey.

About Beck Center for the Arts

Located at 17801 Detroit Avenue in Lakewood, Beck Center for the Arts is a not-for-profit 501(c)3 organization that offers professional theater productions, arts education programming in dance, music, theater, visual arts, early childhood, and creative arts therapies for special needs students, and gallery exhibits featuring regional artists. For more than 80 years, Beck Center has been inspiring and enriching individuals through dynamic arts education and performance.