

Yoga's Twist on the Economy

Challenging Times Can Lead to Healthier, More Balanced Living

Although many are feeling the stress of uncertain economic times, there is an upside to all this downsizing. People have taken to re-establishing a sense of balance and wellness in their lives, looking to Yoga to help create strong and healthy bodies and minds. To celebrate the Grand Opening of its new, modern studio in the east end of Toronto, SATYARAM Yoga is holding an Open House on March 29, 12-2 pm. The focus of its small, customized classes of 10 students is to provide individual attention to each student in every class.

Toronto, Ontario – March 1, 2009 - There is a new player in the field of Yoga studios in Toronto, turning economic uncertainty on its head one student at a time. Individual attention is rare in this fast-paced society, but it has been the cornerstone of SATYARAM Yoga since its establishment twelve years ago. Classes begin at its new location on Kingston Road on March 23, and they promise to be like nothing Toronto has ever experienced.

"Our goal when we began was to remain faithful to the notion that Yoga must remain flexible in order to be effective," says Co-director Kelly Cosentino. "While there are certainly general guidelines in the creation of Yoga routines, a teacher must be able to offer more than a pre-established handful of postures, repeating them regularly."

It is for this reason, Cosentino claims, SATYARAM does not subscribe to one particular style of Yoga. Instead, it draws from an impressive array of styles, combining them according to the needs of each student.

"It is not uncommon to have a class of ten students in which many are performing variations of a particular posture," says Cosentino. "We feel this type of accommodation is necessary because no two students are identical, and no one student remains the same from class to class."

Such an approach seems well suited for these challenging times.

"In an economic downturn, a number of things happen. First, people obviously tend to experience a greater amount of stress than they do in good times, Second, they are careful about their spending, looking for quality rather than trends. Third, they cut back on their discretionary spending, trying to do more with less."

Yoga, of course, is well known as an excellent antidote to stress. Its adherents vow that a regular practice can do wonders to manage difficult times. Surprisingly, however, it can also help achieve improvement in multiple areas of physical fitness.

"People are aware of the relaxation benefits of Yoga," says Cosentino, "but are sometimes unaware of the fact that cardio and strength can also be improved significantly with a regular practice."

"A year ago, someone might have gone for a run for cardio, done weights for strength, seen a massage therapist to keep limber. Now, people are starting to realize that Yoga allows them to improve in all areas of physical fitness. In short, a Yoga class gives them great economic value."

Cosentino sees these challenging economic times as an opportunity to re-establish a sense of balance.

"People are being given the opportunity to re-examine the way in which they have lived over the past decade. Stress promotes illness, and de-stressing promotes health and well-being."

"These times, although difficult, are an opportunity for people to return to a focus on taking care of themselves, promoting their own wellness. Yoga, by its very nature, helps to re-establish and maintain this focus."

The Open House (Sunday, March 29, 12-2 pm) is one way Cosentino has chosen to meet people in the community and talk to them about how they might benefit with a regular Yoga practice.

Anyone can drop by and have a look at the new studio – complete with cascading waterfall in the entrance – and talk to Cosentino about the benefits of Yoga and about SATYARAM's classes.

"We pride ourselves on taking a vested interest in each individual, taking the time to get to know them and finding out how we can help."

"Our approach is simple: Yoga can help anyone live a better life, regardless of economic trends. In fact, Yoga is the perfect response to this current economic trend."

Such an approach, it seems, comes just in time.