



**FOR IMMEDIATE RELEASE**

**Media Contact for Bliss Kid Yoga:**  
**Jen Massing Harris,**  
**Parque Zaragoza Neighborhood Association**  
**+ 917-293-2405**  
**parquezaragozana@gmail.com**

**Bliss Kid Yoga's 5<sup>th</sup> Annual Bliss Bash  
to be held at Parque Zaragoza Neighborhood Park**

**Free community wellness event to raise awareness of yoga benefits and new  
AISD After-school Programs**

**Austin, TX, November 5, 2019** – **Bliss Kid Yoga**, a 501(c) 3 nonprofit dedicated to nurturing community health and wellness by providing both free and affordable yoga and mindfulness programs, announced today its 5<sup>th</sup> Annual Bliss Bash event will be held in Parque Zaragoza Neighborhood Park on November 16<sup>th</sup> from 1PM to 4PM. Parque Zaragoza is located at 2608 Gonzales Street, Austin, TX 78702.

The Bliss Bash event will feature bilingual yoga and wellness classes, community resource vendors, a live DJ, face painting, arts & crafts, raffles and prizes, food and more. The first 25 people to arrive will receive swag bags. This year's sponsors are Strüb Residential, Kid Works Therapy Services, Ruby's Rainbow, Smith Family Chiropractic and Massing PR, LLC.

Over the last decade, yoga's popularity is rising with children. In fact, yoga is being introduced into schools across the United States. According to a 2010 research study titled [\*Nurturing Mindfulness in Children and Youth: Current State of Research\*](#), a yoga based intervention program at inner city schools reported decreased rates of involuntary stress response, intrusive thoughts and emotional arousal. The intervention program included yoga postures, breathing techniques and guided mindful meditation.

"We are excited to have our Bliss Bash event in East Austin," stated Katherine Banker, Founder and Executive Director, Bliss Kid Yoga. "This community is important both to our mission and our partnership with AISD. By offering youth yoga and wellness after-school programs, we are providing families and kids a toolbox with strategies that range from promoting motor development and coordination to helping facilitate positive social communication to coping with stress and anxiety or even trauma," she added.

Bliss Kid Yoga instructs wellness classes at a variety of AISD campus events for families. They also provide a Yoga + Mindful Art after-school program designed to nurture a child's innate bliss by incorporating yoga, art and meditation. Currently, the program is offered twice a week at Metz Elementary School, Pleasant Hill Elementary School and St. Elmo Elementary School.

**Bliss Kid Yoga** is a 501(c) 3 nonprofit dedicated to nurturing community health and wellness by providing both free and affordable yoga and mindfulness programs for children, families and educators. Bliss Kid Yoga specializes in programs for sensitive populations including children and families who are survivors of abuse, children with exceptionalities, English language learners, economically challenged families and more.

Bliss Kid Yoga combines yogic exercise, breathing, meditation, mindfulness, cooperative games and art to equip children with skills and strategies to thrive beyond their time in the program. Our mission is to empower children to care for themselves and others in a more mindful way, supporting the well-being of the community. Visit [www.blisskidyoga.org](http://www.blisskidyoga.org) to learn more.

# # #