

FOR IMMEDIATE RELEASE

Every Body Balance Launches Indoor Spin-a-thon and Yoga-a-thon to Fight Cancer

Registration Now Open for Fundraising Event that Donates 100% of Funds to Dana-Farber Cancer Institute

SOUTHBOROUGH, Mass., July 7, 2016 – Today, Every Body Balance launched registration for the fitness studio's **Spin-a-thon** and **Yoga-a-thon** to raise money for the Pan-Mass Challenge. On **Saturday July 23rd from 11AM to 4PM**, individual cyclists and yogis from the Greater Boston- and MetroWest areas will come together with the collective goal of raising funds to support adult and pediatric patient care and cancer research at Dana-Farber Cancer Institute. Many participants do so in honor of a family member or friend lost to or being treated for cancer. 100 percent of every dollar raised goes directly to Dana-Farber.

To join in the fight against cancer, participants can register by donating \$25 or more per hour at www.pmc.org/egifts/TE0073. Then send an email to pmc@everybodybalance.com with the time(s) you want to reserve for spin or yoga. Riders and Yogis are asked to bring pledges from family and friends to assist in their donor totals; pledge forms can be downloaded from the website.

The Spin-a-thon is held at Every Body Balance at 162 Cordaville Road in Southborough, and the Yoga-a-thon is held at EBB's 155 Boston Road location. Both locations are fully air-conditioned. Participants don't need to be a member to join in... anyone can ride or do yoga and make a contribution to this great cause.

There are swag bags for all participants and a silent auction with donations from our sponsors. Healthy refreshments and bottled water will be provided for all.

For more information and pledge forms, please visit <http://www.everybodybalance.com/events-promotions/pmc-spin-a-thon/>.

About the Pan-Mass Challenge

The Pan-Mass Challenge (PMC) is an annual bike-a-thon that raises more money for charity than any other single athletic fundraising event in the world. This cycling fundraiser was born in 1980 and became the most successful cycling fundraiser in the world within a decade. Today, the Pan-Mass Challenge raises more money as a single event than any other event in the country. \$45 million was raised just last year, and every dollar raised went straight to the Dana-Farber Cancer Institute, for cancer research. For more information on the Pan-Mass Challenge, please visit www.pmc.org

About Every Body Balance

Every Body Balance (<http://www.everybodybalance.com>) has grown to become one of the state's premier destinations for Yoga, Barre, Spin, Pilates, Boot Camp, and Core Cardio, as well as individual and small group Personal Training. Many classes strive to combine the practice of yoga with the methods of Pilates and Barre to ensure a balanced body through strength and flexibility, coupled with a calm and peaceful mind through correct breathing and relaxation techniques. Some spin classes consist of a dedicated spin workout, while others combine Spin with stretching, yoga, or cardio workouts.

Owner and President Susan Erdman is proud to be giving back on behalf of her studio. "Our mission for the studio is to offer a welcoming environment for everyone to achieve their personal fitness and wellness goals. So we're proud to be able to help others contribute to the fight against cancer." Every Body Balance offers instruction and programs for all fitness levels and all ages.

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