



For Immediate Release

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## Finger Lakes Yogascapes Creates Unique “Escapes on the Finger Lakes”

*Yogascapes are the antidote to our “no vacation nation” designed to help people unplug from a fast-paced world by blending physical and personal development with the natural beauty of the Finger Lakes*

May 15, 2014 – Canandaigua, New York -- Newly launched [Finger Lakes Yogascapes](#) (FLY) is set to attract national attention for its yoga and physical adventure escapes announced today. The unique retreats aim to transform lives by combining the power of personal growth, physical activity and the natural rhythm and beauty of the Finger Lakes. FLY announced today its [schedule of one day and multi-day Flyscapes](#).

With the back drop of the natural beauty of the Finger Lakes, FLY retreats blend personal development activities such as goal setting, personal coaching, meditation and journal writing with expert instruction in physical activities such as yoga, biking and hiking to empower participants to create the life they want by setting physical and emotional goals in a relaxing and rejuvenating environment.

The following events and FlyScapes are coming up:

**One-Day Events:**

[Springtime Sensory Awakening](#) – May 31, 2014 – Canandaigua, NY

[Bike, Bend, BBQ](#) – June 5 – Dryer Park, Victor, NY

[Midsummer Night's Dream](#) – Aug. 1 – Naples, NY

**Multi-Day and Single-Day Flyscapes:**

[Life on the Lake](#) - July 19 - 21 Canandaigua, New York.

[Foliage, Photography & Yoga Fun](#) – Nov. 1 – Nov 2 Canandaigua, New York

[Mother Daughter Escape](#) – Full Moon – Full Hearts – Feb. 29 – March 1, 2015 – Naples, NY

[Courage Conquered – Aerial Adventures](#) – Sat. Sept. 20

The first multi-day [“FLYscape” is a three day mid-summer event from July 19-21, 2014](#) in the picturesque settling of Canandaigua, New York. Participants will enjoy stand up paddleboard yoga, sailing/boating, a hike through Grimes Glen waterfalls, local wine and chocolate reception, and dinners at the [NY Wine & Culinary Center](#) and [Inspire Moore winery](#), a bonfire and intention setting ceremony and a creative writing/journaling session with brunch at [Simply Crepes](#). The escape costs \$495 (not including accommodations or travel) and can be reserved by visiting [www.fingerlakesyogascapes.com](http://www.fingerlakesyogascapes.com).

FLY is co-founded by [Leslee Schenk Trzcinski](#), professional cyclist, world medalist and owner of [TUNE Yoga & Training](#) and [Jennifer Hess](#), competitive runner and yoga instructor. The dynamic duo have big plans to help meet the growing need for people to unplug from our fast-paced-hurried and always-electronically-connected lives. Statistics show that people don't know how to take a vacation that can truly recharge and allow us to unplug from being electronically connected 24/7. FLY aims to offer an antidote to the stress being caused by our “no vacation nation.”

“We want to provide an opportunity for participants to “fly” by untangling from the rigors of everyday life to reignite their dreams and life goals,” said Leslee Schenk Trzcinski, co-founder of Finger Lakes Yogascapes. “It's proven that our bodies and brains need to detach from the familiar and, take time to try new things so we can take a fresh perspective on life and become empowered to accomplish great things.”

FLY was born out of the fact that it is difficult - if not impossible - for people to take time out for themselves. The company's multi-day retreats will provide much needed space for participants to focus on their whole self – mind, body and soul.

“We will be taking participants on a journey inside and out -- in a group or solo -- on the water, hiking trail, yoga mat, boat or some other way, offering up tools and insights that will stay with them well

after beyond the retreat,” said Hess. “We are brimming with so many ideas. We can’t wait for our first multi-day escape in July.”

Leveraging national focus on the [Finger Lakes](#) area from media like *Conde Nast Traveler*, *The New York Times* and *Huffington Post*, FLY will offer escapes built around the area’s natural resources through all four seasons: standup paddleboard (SUP) yoga and kayaking/boating in the summer, hiking and ariel ropes course in the fall, skiing and snowshoeing in the winter, and road/off-road cycling in the spring. Yoga for all levels, from beginner to advanced, is the centerpiece of most of the escapes (tapping the now \$27 billion industry with over 20 million participants nationwide). The yoga and activities are then paired with deluxe pampering, personal development, lectures and workshops (nutrition, photography, journaling, writing) shopping, delicious farm fresh food and local wine, and experts presenting on a variety of topics.

About FLY:

FLY was founded in 2014 by Leslee Schenk Trzcinski, professional cyclist, world medalist and owner of TUNE Yoga & Training. Trzcinski teaches nationally and uses sports psychology to help clients of all levels “play at a higher level” through visualization, training and yoga as well as nutrition and recovery techniques.

Co-founder Jennifer Hess is a competitive runner and yoga instructor. Hess has been teaching adult, children, and prenatal classes in Rochester and at national events for over 6 years. She has successfully created programs highlighting empowerment, goal-setting and development for teens and professionals alike.

Both live and work in the greater Canandaigua area.

Bringing yoga, fitness and wellness enthusiasts to the Finger Lakes region was a natural next step for the partners to share their talents and expertise, and highlight the year-round beauty of the area. One day escapes and specialty themed events are also planned each season of the year. More information at [www.fingerlakesyogascapes.com](http://www.fingerlakesyogascapes.com).

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