



# NEW ENGLAND'S FIRST MINDFUL KIDS YOGATHON

Every child is a **SUPERHERO** 

That is what Ivy Child believes and fosters through educational programs steeped in **mindfulness, yoga, art and music**. We cultivate the magical powers of confidence, self-esteem, balance and a perspective that this moment counts.

**Want to flex your child's superhero muscles while making it possible for other children to do the same?** Help us soar to new heights by participating in the first annual New England's Mindful Kids Yogathon hosted by Ivy Child, open to children and anyone young at heart. We aim for all participants to help us raise at least \$25 through our Ivy Child's "[Sponsor a Pose](#)" initiative. All proceeds will directly support Ivy Child's Mindfulness-Based Learning (MBL) programs for children and youth.

## EVENT DETAILS

**What:** [New England's Mindful Kids Yogathon](#) aims to educate, motivate and empower children and our community-at-large to combat violence, develop constructive outlets for stress, and build healthy habits for life. Children and youth who participate will learn about the benefits of yoga and mindfulness in coping with challenging circumstances and enacting positive social change.

Through multicultural programs and workshops throughout the day, participants will have a chance to learn different yoga styles through a 'YOGA-DVENTURE AROUND THE WORLD.' Featured fun also includes multicultural entertainment and food, vendor tables, and interactive sessions from the seven continents of the globe.

**When:** Saturday, April 5, 9AM – 5PM

**Where:** Boys & Girls Club of Worcester (65 Tainter St, Worcester, MA 01610) Guests can park in the adjacent parking lot or along the streets.

**Meet some of our Yoga Gurus:** Participants will have the chance to meet and practice with some of the area's leading instructors and entertainers:



[Debbie Cohen](#), Founder of Core Yoga (Boston) is Harvard University's leading yoga instructor and the force that brought yoga into Boston Public Schools. She has also taught Positive Psychology with Tal-Ben Shahar at Harvard University And Kripalu Yoga Center.

[John de Kadt](#), a world percussionist, poet, and storyteller, specializes in the fusion of inspirational poetry drumming with yoga, song, and dance. He has been playing for over 30 years and has been featured on NBC and PBS.





[Shawn Shaw](#), Founder of the award-winning, Metrowest Yoga (Central Mass) studio, is also the creator of the 'Myoga Hot Hatha' yoga style and conducts yoga retreats around the globe.



[Eve Costarelli](#), Founder of Always Be Dancing and Yoga-Snack (in-school yoga program), is a professional performer, choreographer, and teacher. She specializes in teaching tap, flamenco and yoga to children and youth.

**Who should attend:** DREAMERS, VISIONARIES AND CHANGE AGENTS OF ALL AGES. This is a family event and may also be of special interest to health professionals, educators and political leaders looking to support programs aimed at addressing children's health at large, and violence and stress reduction.

**Registration and more information:** Secure your spot by pre-registering at [ivychild.org/yogathon](http://ivychild.org/yogathon). The first 500 participants to pre-register by Friday, March 14 will receive a FREE t-shirt. [Registration/ Consent](#) and 'Sponsor a Pose' [Pledge forms](#) must be submitted during event day check-in.

### Vision for the annual Mindful Kids Yogathon:

New England's Mindful Kids Yogathon is a program of Ivy Child International, an international, Worcester-based 501(c)(3) nonprofit, dedicated to "helping each child achieve their best" through mindfulness-based, health education programs. Our goal is to make New England a mindful region by rallying communities and generating waves of excitement and awareness towards a larger mindfulness movement - locally, nationally, and globally. Through this annual event, we aim to raise awareness about the need for mindfulness in schools, the workplace, homes, our everyday lives and the vital role it plays in reducing violence, stress, and other challenges our communities face. This is also a critical fundraising opportunity that will help expand Ivy Child's programs to communities and school districts.

### Supporters:

- **Sponsors:** Boys & Girls Club of Worcester, Webster Five Cents Savings Bank, Clark University, National Grid, TD Bank, AAA Southern New England, Lululemon Athletica, Konica Minolta, among others.
- **Event Chair:** Mayor of Fitchburg [Lisa Wong](#)



### What is Mindfulness? Why does it matter?

Life happens in the present moment. Not in yesterday's worries. Not in tomorrow's what if's. Imagine a world where every child learned how to 'mind the moment'? Minding the moment means to celebrate the here and now. It means recognizing emotions as evolving and constantly changing. To be aware of how thoughts and feelings impact behavior. Ivy Child's programs are grounded in research and proven approaches. By providing children tools of mindfulness, meditation and yoga, we are teaching them how to gain better control of their emotions. By quieting the worries of the mind, we can create happier people.

Isn't that a world you'd want for our children? Isn't that a world you'd want for yourself?

For more information, please contact Shan Koay at [skoay@ivychild.org](mailto:skoay@ivychild.org) or visit our [website](#).

