



**FOR IMMEDIATE RELEASE**

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The Travel Yogi is partnering with Susan G. Komen®'s Fight to Save Lives

Itineraries of Select Yoga Retreats and Adventures Will Focus on Healing,  
Featuring Teachers Who Have Been Personally Affected by Cancer

Los Angeles, CA — The Travel Yogi, the original adventure yoga company, today announced a guaranteed minimum donation of \$50,000 to Susan G. Komen® to help kick off a new partnership with the world's largest organization devoted to breast cancer research, education, and patient support.

This partnership for 2019-20 features multiple yoga retreat adventure itineraries led by teachers whose own personal connection with cancer has enriched their approach to meditative healing and recovery. All of the net profits from these carefully crafted itineraries—even if it exceeds \$50,000—will be given to Susan G. Komen to support its worldwide mission\*.

Destinations featured for this first year of the partnership include itineraries in Iceland and France. These adventures are open to all levels of yoga practitioners, adventurers and non-practitioners alike.

“All of our adventures are about the combined power of travel and wellness. We empower our travelers through a sense of adventure, community and strength” said Jennifer Hoddevik, President of The Travel Yogi. “Partnering with Susan G. Komen and supporting the work of this great organization is a natural fit for us and a personal passion for me. By having dedicated

adventures benefiting Susan G. Komen, we encourage our travelers and their loved ones to support the organization while they take care of themselves in a fun, inspiring and life-changing way.”

“We fully embrace a ‘Survive to Thrive’ motto, and we’re delighted that our thoughtful and adventurous travelers will be able to connect with each other on these special itineraries in a healing and supportive way,” Hoddevik said.

“We are thrilled to partner with The Travel Yogi as they join us in the fight against breast cancer,” said Christina Alford, Senior Vice President of Development at Susan G. Komen. “These adventures are a great opportunity to both promote healing and wellness, as well as help us achieve our Bold Goal of reducing the current number of breast cancer deaths by 50 percent in the U.S. by 2026.”

The Travel Yogi is the ‘Original Yoga Adventure Company’, a pioneer in the growing field of wellness adventure travel. The Travel Yogi offers the best yoga retreats and adventures through finely crafted itineraries and expert, travel-giddy, yoga teachers. Travelers delight in days of hiking, kayaking, biking, snorkeling, and other outdoor activities, along with daily yoga classes, while engaging with locals in unique and immersing in vibrant cultures, customs and cuisine.

Hoddevik added that the three-itinerary partnership with Susan G. Komen will continue past this first year. “We offer our travelers a journey through a new destination and also through themselves,” Hoddevik said. “It will be deeply satisfying for me, our team, and our travelers to help those impacted by cancer, support breast cancer awareness, and offer opportunities for personal growth and healing.”

*\*From January 1, 2019 – December 31, 2020, Travel Yogi will donate to Susan G. Komen® at least 20% of the retail sales price for each Iceland Retreat sold and at least 35% of the retail sales price for each France Retreat sold. Travel Yogi is guaranteeing a minimum donation of \$50,000 to Komen in connection with its Travel Yogi Fundraising Trip Program.*

### **About Susan G. Komen®**

Susan G. Komen is the world’s largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$988 million in research and provided more than \$2.2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 60 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life. That promise has become Komen’s promise to all people facing breast cancer. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).