



Pure Yoga Partners with Cathay Pacific to Bring Yoga to the Sky

New inflight programme launches across all Cathay Pacific and Cathay Dragon routes this month

(Hong Kong, 24 January 2018) Pure Yoga has collaborated with Cathay Pacific to launch a new inflight programme, 'Travel Well with Yoga', this month. In harmony with the airline's 'Life Well Travelled' campaign, the series of videos have been developed by Pure Yoga instructors to help passengers ease into their journeys with yoga and meditation exercises and tips. Passengers can now 'Travel Well with Yoga' in English, Cantonese, Mandarin and Japanese across all Cathay Pacific and Cathay Dragon routes by accessing the Lifestyle section on their inflight entertainment screens.

Split into six easy-to-follow videos featuring Pure Yoga's founding teacher **Patrick Creelman** and senior instructor & co-founder **Almen Wong**, the series demonstrates yoga and meditation routines that can be done before, during or after a flight. Exercises are designed to improve circulation, enhance joint mobility and relax the mind for a comfortable and restful journey.

Cathay Pacific Entertainment, Platforms and Connectivity Manager **Simon Cuthbert** says, "We all know that sitting still for a long period of time can be uncomfortable. The need to get up, move and get your blood pumping is important during a flight. Yoga is an innovative way to do this. There are a series of exercises that can easily be done from an economy class seat whilst other moves are suitable for after the flight in your hotel."

Pure Group Regional Marketing Director **Gary Wise** says, "Pure Yoga has been a pioneer in shedding light on yoga's numerous physical and mental benefits whilst making them more accessible. 'Travel Well with Yoga' is a huge step forward in that process, and we're delighted to present this unique programme in collaboration with a partner as prestigious as Cathay Pacific."

Pure Yoga is also offering all Cathay Pacific Marco Polo Club members a complimentary 10-day trial, 50 per cent discount on studio joining fees, and a complimentary upgrade for access to all Pure Yoga studios across Asia.

The 'Travel Well with Yoga' Cathay Pacific partnership is a continuation of Pure Group's commitment to bring balanced 360° lifestyles to the community. As Asia's leading lifestyle brand, Pure Group offers holistic health and wellness to the region through its businesses of Pure Yoga, Pure Fitness, Pure Apparel and nood food, and has recently enhanced its mission to spread the joy of yoga far and wide by launching MyPureYoga.com – a multi-lingual platform offering complimentary access to hundreds of yoga and meditation videos – which also includes a special 'Holiday Series' encouraging yoga on a train, at an airport or in a hotel room. Pure Group has grown from one yoga studio with two teachers to 30 Pure Yoga and Pure Fitness locations across Hong Kong, Shanghai, Singapore, Taipei and New York, with more new openings to come and a clear vision to help people lead happier, healthier lives.

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Video excerpts can be downloaded here:
click image to download (1'07")



click image to download (1'08")



High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/gallery/PURE/detail/Pure+x+Cathay+Pacific+Partnership>

Password: talkofthetown



The 'Travel Well with Yoga' programme is available across all Cathay Pacific routes from January 2018



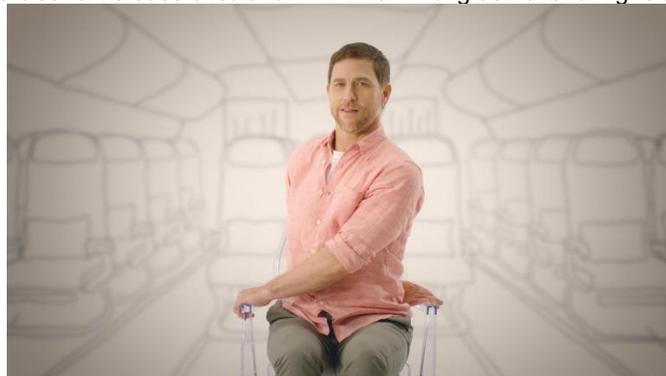
Pure Yoga teachers Almen Wong and Patrick Creelman guide viewers through the video series



Pure Yoga founding teacher Patrick Creelman demonstrates an exercise to increase circulation



Pure Yoga senior instructor & co-founder Almen Wong demonstrating relaxing breathing techniques



Pure Yoga founding teacher Patrick Creelman demonstrating an exercise to enhance mobility and prevent joint stiffness



About Pure Yoga

Pure Yoga offers exceptional teaching, facilities and environments that inspire people of all ages and abilities to make yoga part of their lives. With locations in Hong Kong, Shanghai, Singapore, Taipei and New York, Pure Yoga connects practitioners and teachers on a global level by fulfilling diverse needs through various yoga offerings and a team of internationally recognised teachers. Complementing group classes, private sessions and group privates are community events, workshops with guest yoga teachers from around the globe, Teacher Trainings, Continuing Education for Teachers programmes, and retreats in idyllic locales. For those wanting to take their practice beyond the studio, we offer MyPureYoga.com – an online yoga video platform that enables yoga on the go with access to a library of yoga videos in English and Chinese.

Pure Yoga Locations

- Hong Kong The Centrium • Asia Standard Tower • Pacific Place • Hutchison House • Pure South - The Pulse (hybrid yoga & fitness centre) • Soundwill Plaza • World Trade Centre • Lincoln House • The Peninsula Office Tower • Langham Place Office Tower • Grand Century Place (coming soon) • Millennium City 5 (coming soon)
- Shanghai iapm mall • Plaza 66
- Singapore Asia Square Tower 2 • Ngee Ann City • Chevron House • Suntec City (coming soon)
- Taipei Pure Tower • Urban One
- New York Upper East Side • Upper West Side

Pure Yoga pure-yoga.com
MyPureYoga mypureyoga.com
T +852 8129 2200

About The Pure Group

Founded in 2002 and headquartered in Hong Kong, The Pure Group is Asia’s leading premium lifestyle brand that includes Pure Yoga, MyPureYoga.com, Pure Fitness, Pure Apparel and nood food. Pure Group has locations in Hong Kong, Shanghai, Singapore, Taipei and New York. Pure Yoga has a wide variety of yoga and meditation classes and private yoga programmes, including workshops with renowned teachers from all over the world. Pure Fitness offers the industry’s best from around the globe, encompassing strength and cardio training in addition to dynamic group classes led by passionate world-class instructors. Together with Pure Apparel’s performance activewear and nood food’s innovative organic health foods and cold-pressed juices, the Pure Group is an integrated community dedicated to helping people lead a happier, balanced 360° lifestyle. The Group currently has over 75,000 clients and more than 1,900 employees.

Pure Yoga pure-yoga.com
MyPureYoga mypureyoga.com
Pure Fitness pure-fitness.com
Pure Apparel be-pure.com
nood food allnood.com

Media Contacts

Contact Sinclair Communications at (852) 2915 1234 for more information or interviews:
Hannah Hodson | hannah@sinclaircomms.com | (852) 9826 6193
Emma Williamson | emma@sinclaircomms.com | (852) 9742 6960

