Yoga Alliance and Yoga Journal Partner
To Create and Fund the 2016 Yoga in America Study

Arlington, Va. (July 22, 2015) – Yoga Alliance and Yoga Journal have announced a partnership to conduct the 2016 Yoga in America Study (2016 YIAS). This partnership will bring even greater resources and funding to what is widely considered the most comprehensive study of the yoga consumer market.

“Yoga Journal is the number one yoga media brand in the world, and we are the world’s largest registry for yoga teachers and schools. Together we’ll be able to accomplish more for the yoga community and that’s exciting,” said Barbara Dobberthien, chief operating officer at Yoga Alliance.

The Yoga in America Study is done every four years. Its insights have been used by everyone from yoga professionals to journalists to gauge public opinion, track industry growth and predict trends.

“We are delighted to partner with Yoga Alliance for the next Yoga in America Study,” said Dave Smith, director of operations at Yoga Journal. “Together, we will be able to bring a new level of expertise and service to our growing industry and community.”

The 2016 Yoga in America Study conducted by Yoga Journal & Yoga Alliance is slated to be complete Q1 of 2016. To learn more visit yogajournal.com or yogaalliance.org.

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About Yoga Alliance
Yoga Alliance is the largest international nonprofit association promoting and supporting the diversity and integrity of the teaching of yoga. Currently, more than 62,000 Registered Yoga Teachers (RYT®) and 3,900 Registered Yoga Schools (RYS®) are represented by Yoga Alliance. The organization also educates the public on the value and credibility of voluntary registration with Yoga Alliance Registry and upholds the worldwide growth of yoga through education and community.

About Yoga Journal:
For 40 years, Yoga Journal has been the #1 authority on yoga and the yoga lifestyle. Founded in 1975 by members of the California Yoga Teachers Association, Yoga Journal offers all practitioners—from beginners to masters—expert information on how to live a healthier, happier, more fulfilling life both on and off the mat. Every day, Yoga Journal engages its print, online and live audience with top teacher insights and in-depth reporting on poses, breathing, meditation, nutrition, health, trends and more. Always informative and inspiring, the magazine’s welcoming, inclusive point of view puts every reader in front of the world’s best teachers. With 12 international editions spanning 28 countries, and 5 national live events annually, Yoga Journal is the world’s largest and most influential yoga brand.