

FOR IMMEDIATE RELEASE

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Hermosa Beach CA, LYFE Yoga Center is proud to announce, **A Woman's Work: An Evening Celebrating Women's Lives through the Artwork of Female Artists. Thursday, May 28, 2009, 6 p.m. to 9 p.m.** A portion of the evening's proceeds will benefit the 1736 Family Crisis Center of the South Bay.

Grab your friends and head to LYFE Yoga Center where you will peruse fantastic works of art, sip wine, listen to an informed guest lecturer and receive a host of good Karma by way of supporting the arts and the 1736 Crisis Center.

WHO: LYFE Yoga Center of Hermosa Beach, California, in coordination with the 1736 Family Crisis Center of the South Bay and special guest hosts Energy Muse, come together to bring you an evening filled with beautiful works produced by women in honor of women. May has always been the month in which we celebrate our gratitude for our Mothers, and this year, LYFE Yoga Center owner, Michael Ruccolo along with guest curators Michele Agosti and Kamaren Henson, are together creating an evening of remembrance dedicated to all the women in our lives. LYFE is recognizing the talents and contributions of women while expressing thanks and honoring the wonderful female through the representation of artwork from talented Southern California female artists.

WHAT: A Woman's Work will be feature never before seen works from Southern California painters, Yvonne Crane, Sharon Goddard, Bonita Helmer, and Kate McCavitt as well as select photographs from photo journalist, Tina Brogi. Tina Brogi started her photographic career in fashion, now as an accomplished photojournalist and a gifted artist. She bases her photography on her unique vision and immense passion for photographing people.

Yvonne Crane, after a long career as an award winning art director, retired from commercial design to pursue fine art. Combining the artistic influence of Neo-Expressionist color and emotion with Cubist structure, she weaves personal and collective histories into bittersweet examinations of human alienation. Sharon Goddard was traditionally trained in the arts at Woodbury University in Burbank. She often paints subject matter which evolves from her own experiences. Her canvases are thought provoking and contain a hint of the surreal. Bonita Helmer has engaged in a kind of existential/theosophical abstract painting which invokes both spiritual and practical human questions –the expanse of consciousness, the range of deep space, our relationship to our cosmos, our planet and by extension to each other. Kate McCavitt is an Asian informed artist who was formally trained in Chinese brush. When tradition meets with her own whimsical methods, bold, emotional, colorful works emerge.

Otis College art instructor and featured artist, Bonita Helmer, will be offering some inspiring words concerning the important role that art plays in society, past and present. She will speak about her experience with her mentor, Francoise Gilot, and how that experience shaped her.

The artful evening will also include the presence of special guests, Heather Askinosie and Timmi Jandro, the self-made cofounders of *Energy Muse*, a company which offers a lifestyle of wearable energies. Energy Muse jewelry is being worn by many members of the Hollywood Elite. Most recently they have been seen in *OK! Magazine*, *Los Angeles Confidential Magazine* as well as *Vogue Magazine*. Heather and Timmi will be present to speak about the ancient wisdom and healing properties of crystals, how they are currently used in society, and how we can use them for empowerment, inspiration and hope. Enlightening stone readings will be offered to inquiring guests.

WHERE: 1310 Pacific Coast Highway, 2nd Floor, Hermosa Beach, CA—LYFE Yoga Center is located in the heart of beautiful Hermosa Beach CA. The studio is situated at the top of Pier Avenue where it meets with Pacific Coast Highway. Visitors of the studio enjoy ocean and city views and a clean and green

atmosphere. To RSVP go to www.LYFEyogacenter.com/Contact_LYFE.asp or email directly to events@LYFEYogaCenter.com

WHY: The body and mind attempt to veil our self awareness thwarting our actual potential, but yoga reveals to us another possibility. Through yoga postures or asanas, we move beyond the limitations of the body and mind. As we practice we witness these changes in our physical behavior and soon those changes begin to affect our mental behavior. We begin to expand beyond the limits of our body and mind, removing the veil to achieve our potential. Upon being asked why bring the arts into LYFE now, Michael Ruccolo, owner of LYFE Yoga Studio replied the following way, "Art is a beautiful expression of our potential; its effect takes both the artist and observer beyond the physical and mental limits to acknowledge a belief where we gain knowledge that brings us closer to our true Self."

The Guest Curators, Michele Agosti and Kamaren Henson have nearly two decades of combined experience in the art industry. Michele grew up in Pittsburgh, Pennsylvania where she received her degree in Art History/Media Arts from Chatham College. Following graduation she moved to California to pursue a career in the arts. First she worked at the Palm Springs Art Museum, Palm Springs as Curatorial Assistant and then at LA Louver Gallery, Venice as Archivist. While in California she also discovered yoga and now she teaches full time. Kamaren Henson grew up in the South Bay and received a BA in Art History from California State University of Long Beach. Following her education, she spent a decade in the art industry working in wholesale at first and then as the Director of one of the most prominent art galleries in Los Angeles. She is volunteering her art and event planning experience to LYFE for the promotion of women's art and to benefit the cause of the 1736 Crisis Center.

The 1736 Crisis Center, who operates an emergency youth shelter in Hermosa Beach and four shelters for domestic violence victims and their children who are escaping severe abuse. Through the Center's five shelters, three clinics, five 24-hour emergency response stations and outreach services, 25,000 abuse victims and children were helped in 2007. The most severe cases seen in hospital emergency rooms, courts, public protective

services and social service agencies throughout LA were taken into 1736 Family Crisis Center's Care. A portion of the purchases resulting from A Woman's Work will further the progress of peace as we help to end domestic violence.

LYFE Yoga Center is an independent yoga studio committed to incorporating the Yoga teachings into every aspect of our business philosophy. As an eco-friendly yoga center we are taking the lead in developing strategies that renew the original meaning of Yoga. Located in the heart of Hermosa Beach, LYFE seeks to empower our true Selves in building these values into our community. Michael Ruccolo, has been teaching Yoga since 2000. Over the years he has instructed professional athletes, children with special needs, and adults suffering from physical and emotional issues. Michael integrates his Iyengar Yoga training into an effective balanced practice bringing a union to body and mind. LYFE Yoga Center is located in the heart of Hermosa Beach. Our center boasts a 1100 sq/ft eco-friendly yoga studio with a beautiful ocean view. With 40 yoga classes per week, we serve everyone in the South Bay area, including Hermosa Beach, Redondo Beach, Manhattan Beach and Torrance.

For further information or photographs, please contact the LYFE Yoga Center directly.