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NEWS RELEASES



The YogaForce A-Line Mat Provides The Perfect Solution For Fitness Needs

"The YogaForce A-Line Athletic Mat is great. It's a very good design," says Dr. Andrew Weil, M.D., author and physician best known for establishing and popularizing the field of integrative medicine. Go to www.yogaforce.com and order the new Mat today for the fitness minded on the gift list.

San Francisco, CA (PRWEB) November 29, 2009 -- Just in time for the holidays, the YogaForce newly patented, revolutionary A-Line Athletic Mat is now available as the perfect gift for the exercise minded on the list or get one to personally start the New Year off in style.

Now at fine stores such as (I) Spa at the InterContinental Hotel, Sports/Club LA in San Francisco and online at www.yogaforce.com, the A-Line Mat is available for a limited time until its major re-launch in February 2010. Well-known San Francisco yoga instructor and founder and chief creative of YogaForce LLC, Annie Appleby will be hand to teach a few moves on her patented A-Line Mat at Sports/Club L.A. in San Francisco on Thursday, December 3rd from 5-8 p.m. and Saturday, December 5th from 10-2 p.m. Future dates in 2010 will be announced for a tour of the U.S. The A-Line Athletic Mat offers a healthy, affordable investment to get in shape. Celebrities who demand the most advanced products that produce the best results such as Linda Evangelista, Tobey Maguire, Steve Martin, Jessica Simpson, Jennifer Aniston and Gwyneth Paltrow, own the A-Line Athletic Mat.

"The YogaForce A-Line Athletic Mat is great. It's a very good design," says Andrew Weil, M.D., author and physician best known for establishing and popularizing the field of integrative medicine. Made from long lasting, recyclable, non-latex material and one hundred percent recyclable, the A-Line comes with a hands free adjustable shoulder strap and only weighs four pounds, making it simple for urban dwellers to transport on the run.

"Offering YogaForce Mats at the (I) Spa at the InterContinental San Francisco demonstrates our commitment to making wiser choices and to a sustainable future. We're committed to providing our guests with a modern, customized approach to living a green "spa lifestyle" that values health, wellness and personal growth as well as social and environmental responsibility," says Hina Mufti, Spa Director, InterContinental San Francisco.

The ergonomic A-Line Athletic Mat serves to better guide one's practice whether Pilates, yoga or any floor exercise because it improves energy flow, alignment and muscle tone. The alignment guides are essential to maximize performance, while the patented shape also gives more room to maneuver in class.

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Unique features of the A-Line Athletic Mat include:

- Intelligent design with the patented A-Line alignment stripes and body contoured reverse "A" shape to ensure the most effective workout
- Built-in straps make it highly portable, simple and convenient to carry- no need to purchase a separate carrier
- Detachable pouch lets you stash your wallet, keys, and cell phone safe and close at hand
- Superior grip surface-1/4" thick sticky mat
- Sporty fabric trim edges

Appleby, a former executive at Paramount Pictures, launched the brand in 1995 and developed the mat to get her body back in alignment after a car accident. It worked; today her body shows no signs of serious injury. The mat is so effective that it's now patented.

According to Dr. Paula Pullen of the American College of Sports Medicine, "The YogaForce Mat is excellent for alignment awareness and practice comfort."

"The Patented YogaForce A-Line Mat increases proper energy flow. The alignment element is key. No need to even think about it. Just line it up and it works! It's amazingly simple. Another great feature is that you can wear it on to a plane. " Says Appleby.

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Read the full story at <http://www.prweb.com/releases/2009/11/prweb3270814.htm>.

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