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PRESS RELEASE BERLIN YOGA CONFERENCE 2019

NOVEMBER 27, 2018

09-10.02.2019

POP-UP YOGA EVENT IN THE FRAMES OF THE CONFERENCE

SPRING 2019 – BERLIN WITNESSES THE BIRTH OF A NEW INTERNATIONAL YOGA CONFERENCE

Berlin Yoga Conference is set out to grow an international yoga community, expand the business networks and give an extra boost to the local tourism

Berlin, 27.11.18 – Berlin Yoga Conference will take place on May 24-26 2019 in Malzfabrik. Envisioned by the Berlin yoga teacher Anastasia Shevchenko, the conference aims to become an annual Berlin tradition and the biggest European event of this type. Aside from educational program of yoga workshops, lectures, and meditation sittings, the conference will also include arts and entertainment elements such as performance, live music, visual arts, and a yoga/sports apparel fashion show.

Berlin yoga scene is definitely in the process of expansion, while yoga is becoming an integral part of the culture. As it becomes more mainstream and substantiated by science, nurseries, schools, companies, and even governmental institutions alike incorporate some type of a yoga program. As a result, Anastasia Shevchenko saw an opportunity to create a new project that would benefit everyone involved: the local and international communities of yogis/fitness aficionados, the German and International yoga and health-conscious businesses, and the city of Berlin itself.

With its debut in 2019, Berlin Yoga Conference hopes to become a magnet for yogis, health-conscious and sport-loving individuals from all around the world, over the years to come. The city's fascinating history, "cool" atmosphere, and rousing energy will have no problem drawing in people.

Berlin, 9-10.02.2019 – a Pop-Up Yoga event running over two days with yoga and meditation workshops, activities, and discussions, will take place in Yoga Sky Studio in Berlin. With an aim to give the community a taste of the conference, it features some of the presenting at the 2019 conference teachers, as well as other amazing teachers and speakers, partners, sponsors, and friends.

**PLEASE FIND ACCESS
TO ALL THE HIGH-QUALITY
PHOTO AND MEDIA MATERIAL
THROUGH THIS LINK:**

<https://drive.google.com/open?id=lvQaLE5II6NExsHNeQTL04OXJpFtKYIRx>

If you would like to learn more about the Berlin Yoga Conference, please contact Anastasia for exclusive interviews and insider's information, as well as about the access to some of the available media files for your use: ana.shevchenko@gmail.com



BERLIN YOGA CONFERENCE

NOVEMBER 27, 2018

ANASTASIA SHEVCHENKO FOUNDER & TRIBE LEADER

From Ukraine, to Canada, to Spain, settling in Berlin Married, with 2 kids, 30 years old

Anastasia Shevchenko was born (1988) in Ukraine in the times of post Sowjet Union collapse. With 15, she moved to Canada to join her father's family who immigrated one year earlier. To combat chronic back pains caused by scoliosis, she started practicing yoga on the advice of her father. The scoliosis has been cured over the 15 years of practice. Also, when she was 19, she had a snowboarding accident which left her with a broken and paralyzed arm. With yoga, Anastasia has learned to heal her body post-injury, post-trauma.

Growing up in Canada, Anastasia had to learn to adjust her world-view to the new culture in a new language (Russian/Ukrainian to English), which was not easy, especially because the two cultures (Ukrainian/Canadian) were so different: one was socialist, the other was capitalist, one was patriarchal and very traditional, the other was more modern.

At the university, Anastasia studied Communications Sciences and Languages (French, Spanish, German), dreaming of going back to Europe one day. The third year of the degree she lived and studied in Madrid, where she came in contact with Ashtanga Yoga, which became her main practice in the next 7 years.

After finishing the degree, meanwhile working as a waitress on the side, Anastasia came to Germany after winning a trip and 2 weeks of German Studies with the Goethe Institute. In June 2012 she came to Berlin all alone to first work as a waitress at the Soho House Berlin and later that year as a PR manager at a local startup.

In 2013, after one year in the startup business, Anastasia went to Thailand for her 200H Teacher Training. Since then, she has been teaching yoga on a regular basis at local studios, gyms, and companies, got married with Ohad Ben-Ari in 2014, who is an Israeli-born pianist and composer, as well as the founder of the ID Festival Berlin.

In 2015, she gave birth to her son Liam and in the beginning of 2018 - to her daughter Anabel.

In summer 2017, pregnant with her second child, Anastasia founded the Berlin Yoga Conference and has been working on it full-time ever since, pro-bono (not getting paid). Anastasia does 99% of work alone with a budget based on her own savings from the work on the ID Festival Berlin.

Anastasia is a proponent of an authentic yoga experience for self-healing and self-transformation. Her special interest lies in the creation of bridges between yoga, philosophy, science, art, and spirituality. Recently, she also started to teach yoga teachers how the business aspect of yoga and how to become successful in the industry.

I. BERLIN YOGA CONFERENCE BRIEF HISTORY

September - October 2017: the birth of the idea behind the conference, research, outlining of the vision and goals, creation of the temporary website, approaching of the yoga teachers
November - December 2017: first contact with the sponsors and the media

January 2018: the founding of the managing company, finalizing the presenter's list
February 2018: media and sponsorship outreach, creation of organizational partnerships
March 2018: working on the new website, on the promo material, preparation of the Pop Up#1
April: 2018: preparation for the Berlin Yoga Conference Pop Up#1
May 12, 2018: Pop Up#1: Meet the Berlin Yoga Conference! Photos: <https://goo.gl/CxbGsh>
June 2018: sponsor relations, strategic partner acquisitions
July 2018: preparation for the Berlin Yoga Conference Pop Up#2
August 18, 2018: Pop Up#2: Berlin Summer Yoga Edition
September 2018: sponsor relations, strategic partner acquisitions
October 2018: preparation for the Berlin Yoga Conference Pop Up#3
November 11, 2018: Berlin Yoga Conference Pop Up#3
December 2018: media reach out, seeking support

2. MEDIA COVERAGE

<https://yogareich.de/yoga-conference-berlin/> -> PERSONAL BLOG
<http://we-love-yoga.de/blog/berlin-yoga-conference> BLOG & SHOP
<http://www.anasheyoga.com/berlin-yoga-conference/> -> PERSONAL BLOG
<https://yogobe.com/se/events/berlin-yoga-conference-2019> -> BIGGEST YOGA PLATFORM SCANDINAVIA
<https://www.ganzwunderbar.com/berlin-yoga-conference-2019/> > LIFESTYLE BLOG
<https://www.yogitimes.com/review/european-yoga-conference-berlin-anastasia-shevchenko-interview> -> YOGA NEWS
<https://plumeyoga.wordpress.com/2017/11/24/mark-your-diaries-berlin-yoga-conference-may-2019/> -> PERSONAL BLOG
<https://www.ganzwunderbar.com/berlin-yoga-conference/> > LIFESTYLE BLOG
<http://www.anasheyoga.com/berlin-yoga-conference-success/> -> PERSONAL BLOG
<http://daysofyoga.de/2018/04/08/berlin-yoga-conference-anastasia-shevchenko/> -> PERSONAL BLOG
<http://berlinlovesyou.com/berlin-yoga-conference-2019-2/> -> BERLIN NEWS
<https://www.happymindmagazine.de/die-besten-yogaevents-2018/> -> LIFESTYLE BLOG
<https://www.yogaguide.at/news/yoga-events-yoga-veranstaltungen-2016-yoga-festival-guide> -> YOGA PLATFORM AUSTRIA
<https://www.yogitimes.com/review/berlin-yoga-conference-classes-workshop-festival> -> YOGA NEWS
<https://managers.eversports.com/blog/berlin-yoga-conference-2019> -> CORPORATE BLOG
<https://beintheknow.becycle.de/blog/berlin-yoga-conference-popup> -> CORPORATE BLOG
<http://www.indievoyager.com/2018/04/berlin-yoga-conference.html> -> TRAVEL & LEISURE
<http://we-love-yoga.de/blog/anastasia-shevchenko-interview-yoga-berlin-yoga-conference> BLOG & SHOP
<http://www.mbomyoga.com/anastasia-shevchenko-creating-berlin-yoga-conference/> -> YOGA PODCAST
<http://www.theyogaaffair.com/herzensprojekte-die-berlin-yoga-conference-2019/> -> LIFESTYLE BLOG
<https://yogobe.com/se/blog/mom-yoga-teacher-berlin-anastasia-shevchenko> -> BIGGEST YOGA PLATFORM SCANDINAVIA
<https://www.moonchildyogawear.com/blogs/news/interview-with-anastasia-shevchenko> -> CORPORATE BLOG
<https://www.instagram.com/p/BmDwzOCityn/?hl=en&taken-by=berlinyogaconference> -> YOGA AKTUELL MAGAZINE
<https://www.instagram.com/p/Bn2lOMlhefR/?hl=en&taken-by=berlinyogaconference> -> EMOTION SLOW MAGAZINE
<https://www.rachelyoga.com/2018/10/check-out-the-new-yoga-conference-coming-to-germany/> -> PERSONAL BLOG
<https://hippieintheheart.com/berlin-yoga-conference-breath-learn-connect-verlosung/> -> LIFESTYLE BLOG
<http://www.northernyogi.com/category/meditation/> -> PERSONAL BLOG
<http://omtripsblog.com/en/berlin-yoga-conference-inspiring-event/> -> TRAVEL BLOG
<https://goo.gl/RqYYD3> -> ONLINE YOGA MAGAZINE IN RUSSIA

3. POP-UP #4: SPRING, THE NEW BEGINNING

Come over to Berlin, for our last Pop Up in the series leading to the Berlin Yoga Conference 2019. This time, we have the programming that runs over two days: 9-10 of February, with a total of 6 yoga classes, two workshop, one meditation session, one breathing exercises session, one panel, one discussion, and a sharing circle, all under the topic of "Spring, the New Beginning", or "getting back into the groove of life".

4. OUR SPONSORS & PARTNERS

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Harvest Moon
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Ombar Chocolate
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Yi Spa Berlin

5. NON-PROFITS WE SUPPORT:

Give Back Yoga Foundation
Purple Dot Yoga Project
Yoga & Meditation im Gefängnis
Citizen2Be