

The logo for Now Athletics features the words "NOW" and "ATHLETICS" in a bold, white, sans-serif font. The text is centered within a white rectangular border, which is itself centered on a solid orange background.

NOW
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Yoga Mat Company Recommends Doing Yoga In Music Festivals

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Providence, Rhode Island based Now Athletics, LLC, which provides a number of yoga products like the yoga mat, is recommending that yoga need not just be practiced in quiet yoga studios but also in raucous music festivals. The company states that yoga festivals have become all the rage, and that a yoga mat that is designed for comfort is essential.

Per Davidson with Now Athletics, LLC says, "Until recently yoga has been associated with quiet, sedate, and simple yoga studios. In the past few years yoga has become the centerpiece of raucous music festivals like Wanderlust."

Davidson says that featuring world famous musical acts, these festivals follow in the tradition of hippie festivals like the 'Rainbow Gatherings' or 'Burning Man'. He says that those who don't want to get left behind, need to be prepared. He adds, "These yoga festivals are just another way in which yoga is becoming westernized in a big way. So be in the now, pack up your yoga mat and go on an adventure."

The mat from Now Athletics is extra-long at 72 inches by 24 inches, and 5 mm thick, which the company

states makes it perfect for outdoor use. Davidson says that it offers extra cushioning, so it keeps yoga users comfortable on any terrain, and the cushioning also helps to absorb the impact on joints.

In addition, the company says that the mat is great for those who want to protect the environment, because it contains no toxic chemicals or unnatural products, and it is hypoallergenic. The cleaning, however, is what Davidson says makes it perfect for the outings.

It is designed with a durable closed cell material that keeps it from absorbing sweat and makes it easy to wipe clean. Davidson says that given the number of yoga events and outings that are being scheduled, a mat that is easy to wipe clean, and one that offers extra cushioning for comfort is a great choice.

Those who are interested in learning more about Now Athletics or seeing the entire line of yoga products that they offer can visit them on their official website at www.nowathletics.net.

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Now Athletics, LLC

NOW Athletics is a supplier of eco-friendly sports equipment. We provide affordable sports and yoga products and we utilize environmentally friendly production methods.

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