

The logo for NOW ATHLETICS is centered on a solid orange background. It consists of the word "NOW" in a large, white, sans-serif font, with the word "ATHLETICS" in a smaller, white, sans-serif font directly below it. The text is enclosed within a white rectangular border.

Yoga Mats Maker Reveals That The Pittsburgh Public Schools Have Incorporated Yoga Into Their Curriculum

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Providence, RI yoga mat manufacturer Now Athletics, LLC, has revealed that the Pittsburgh Public Schools have included yoga in their curriculum. The company had recently started campaigning to have schools introduce yoga as part of their curriculum. This is not surprising as research has demonstrated that children who practice yoga have increased concentration and performance levels in school. To enable schools to offer the sport, the company is also promoting their eco mat, which is free of harmful chemicals as can be seen at www.nowathletics.net. They are happy to see that their efforts are starting to pay off, and that schools are taking note.

"We started campaigning to have yoga included in schools' physical education curriculum some time ago and are so happy to see that they are starting to listen," says Per Davidson from Now Athletics, LLC. "The Pittsburgh Public Schools are now integrating the discipline into their curriculum in order to diversify the physical education experience. Additionally, it enables students to take part in an activity that they can do at a pace that is suitable to them."

The Pittsburgh Public Schools are leading the way in including yoga in their curriculum. Other schools are

starting to follow suit, but Pittsburgh has become a role model for the rest of the country. They have also started to notice the benefits in terms of the physical and emotional well being of their pupils, which is translating into better outcomes for the schools as a whole. "We build our [phys ed] curriculum around five components: body composition, flexibility, muscular, strength and cardiovascular endurance; and yoga has a direct impact on all of them," said Jerri Lippert, the school district's chief academic officer.

Now Athletics, LLC has been elated by this development. They have recently noted a piece of research that demonstrated that the number of yoga practitioners in this country has doubled, which is further evidence that the discipline is both enjoyed and beneficial. They hope that Pittsburgh will continue to lead the way and that many of the other school districts in the country will follow suit, particularly by also using the eco mat that they have created, which is built to last and to be safe.

Meanwhile, the yoga mat has also been featured at the Starlight Yoga website at www.starlightyoga.com/product/. This site serves as a guide for yoga and pilates practitioners on the products that they can use.

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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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