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COSTA RICAN SURF CAMP, PURA VIDA ADVENTURES, ANNOUNCES NEW WEEKLONG YOGA FOR TRANSFORMATION RETREATS

*~Relax with Oceanfront Yoga, Personal Health Counseling, Meditative Nature Hikes,
Luxurious Spa Treatments, Healthy Gourmet Cuisine and Luxury Accommodations~*

MALPAIS, COSTA RICA (JANUARY 25, 2011) – Pura Vida Adventures, www.PuraVidaAdventures.com, a surf and yoga retreat for women located in scenic Costa Rica launches *Yoga for Transformation*, a weeklong yoga-only vacation getaway offered May through August 2011. Costa Rica's tropical landscape, white sandy beaches and blue ocean water provides an inspiring setting for twice-daily yoga classes in an oceanfront sacred yoga dojo, led by Cristina Kalyani, an experienced Yoga Master that has practiced, studied and traveled among yogic communities all over the world.

Pura Vida Adventures' *Yoga for Transformation* also includes personal health counseling sessions, acupressure or acupuncture treatment, meditative nature hikes, personal relaxation time, luxurious spa treatments, healthy gourmet meals and barefoot luxury accommodations at the beachfront Hotel Tropical Latino.

"The yoga classes we offered during our surf retreats were so well received and our guests adored our Yoga Master Cristina Kalyani, that it was a seamless decision to offer weeklong yoga-only retreats for those that wished to deeply explore the art of yoga in a setting that is unlike any other," said Tierza Eichner, founder of Pura Vida Adventures. "Kalyani's playful, yet graceful manner and profound knowledge of yoga inspires the mind, uplifts the heart, and soothes the soul, allowing guests to transform into their true self and depart Pura Vida Adventures with a more balanced approach to life."

Kalyani, who has more than 12 years of experience, leads guests to explore different types of yoga practices through movement, breathing exercises, relaxation techniques and meditation in a format that everyone can understand. Her enthusiasm and love of yoga is inspiring and her infusion of humor lets guest's know that personal growth can be fun too. Kalyani's distinguished reputation as a teacher and mentor has attracted past appointments with celebrities like Gisele Bundchen and Jill Hennessy.

Pura Vida Adventures' 7-day/6-night Yoga for Transformation Retreat includes:

- Beachfront accommodations
- Daily morning yoga instruction - 2 hour (asana flow, pranayama, philosophy, relaxation)

- Daily afternoon yoga instruction -1.5 hour (asana, meditation, mantras, relaxation)
- Two healthy, delicious meals each day at the hotel's beachfront restaurant and other select local restaurants
- Herbal teas and fresh tropical juices
- One personal holistic health & nutrition consultation including acupressure or acupuncture treatment
- Meditative nature hike through Cabo Blanco Nature Reserve
- One 1-hour private massage by Spa Natural
- One evening of yoga documentary
- One evening of Havan (fire ceremony)
- The following additional activities *may* (depending on timing and schedule) be offered: *Tropicana Salsa night, day trip to Montezuma, bonfire, sun-salutations on the beach*
- For an additional fee guests can add Pura Vida Adventures' world class surf instruction, zip line canopy tours, horseback riding and fishing tours

2011 Dates of Yoga for Transformation Retreats:

May 23 – May 29

June 4 – June 10 - Coed

June 13 – June 19

July 10 – July 16 - Coed

July 23 – July 29

Aug 22 – Aug 28

Rates of Yoga for Transformation Retreats:

Shared Accommodation - \$1995 per person

Private Accommodation with shared bath - \$2195 per person

Private Accommodation with private bath - \$2695 per person

**Guests that register by April 15th receive a \$200 discount.*

Pura Vida Adventures is known for delivering life-changing experiences for women who seek a simple 'Pure Life' retreat. It is a place where women are empowered to try new things, find balance, make lasting friendships and above all – have fun – in a safe, nurturing environment. For more information or to book a Pura Vida Adventure, please visit www.puravidaadventures.com.

About Pura Vida Adventures

Located on the beautiful coast of Malpais, Costa Rica, Pura Vida Adventures aims to provide an empowering, active retreat for today's modern woman. Founder Tierza Eichner discovered a passion for surfing when traveling through Costa Rica and opened Pura Vida Adventures shortly after in 2003. The revitalizing seven-day, six-night adventure combines surfing, yoga and rich cultural experiences, along with the expansive rainforest and stunning beachfront locale, for a fulfilling retreat that might just transform your outlook on life. In 2011 Pura Vida Adventures introduces *Yoga for Transformation* retreats, a weeklong yoga-only retreat. During select dates, Pura Vida Adventures extends an invitation to the Pura Vida girls' male cohort and holds co-ed surf retreats. For more information, visit www.puravidaadventures.com.

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