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Bikram Yoga Turns Up The Heat In Downtown Durham

Hot yoga studio to open on Golden Belt's dynamic urban arts campus

DURHAM, North Carolina, March 22, 2010 – As the weather heats up, Golden Belt has plans to follow suit. Developer Scientific Properties is excited to announce the addition of Bikram Yoga Durham, coming soon to the 155,000 square foot innovative, mixed-use, adaptive re-use campus.

The brand new Bikram yoga studio is scheduled to open in July 2010. Golden Belt's historic, green, architecturally rich space will give people something distinctly Durham to enjoy while they release stress and practice balancing mind, body and spirit.

Bikram Yoga is a sequence of 26 beginning yoga postures and two breathing exercises practiced in a heated room to stretch and strengthen every muscle, tendon, ligament, gland, joint, organ, and major system in the body. The class is designed for all fitness levels: "Never too late, never too old, never too bad, never too sick to begin again" says founder Bikram Choudhury.

Owner, Dr. Ralph Newman and director, Mani Tyler are certified Bikram teachers, who spent nine weeks and over 500 hundred hours in training with Bikram. Newman and Tyler chose the Golden Belt campus for its vision, history, and architecture.

"Durham is overdue for a Bikram yoga studio" says Newman. "When I saw the space at Golden Belt, I had a vision of a yoga studio where the Chapel Hill-Durham community will come to receive the countless physical and mental benefits that come with a regular Bikram hatha yoga practice."

Tyler adds, "This yoga came into my life serendipitously. It changed and healed my mind and body. Before Ralph and I started this project, I traveled for nearly 14 months practicing, teaching, and researching Bikram yoga all over the country, and I am honored to bring it to Durham."

The new studio will occupy nearly 4,000 square feet on the garden level of Building 6 with a dedicated 1,500 square foot yoga practice room. The studio will also feature locker rooms with private showers, a yoga-lifestyle retail boutique, and a spacious reception area for students to gather before and after class. Bikram Yoga Durham will be a great asset for campus tenants, visitors and residents from all over the Triangle.

In keeping with Golden Belt's green live-work vision, Newman and Tyler are working to create a plastics free studio with bacteria-eliminating UV lighting, CO2 monitors to ensure fresh, clean air, and PVC-free yoga mats. The studio will advance Scientific Properties' mission to foster a sustainable community in and around Golden Belt. "The success of Golden Belt relies on building an active, involved base of people who practice a balanced way of living, working, and investing in

the community at large. We feel that Bikram Yoga Durham is a natural fit to this goal and greatly complements the existing amenities at Golden Belt,” explains Tucker Bartlett, chief operating officer at Scientific Properties.

The studio will offer classes seven days a week, taught exclusively by teachers trained and certified by Bikram Choudhury. Class rates vary from drop-in to unlimited annual packages.

Bikram Yoga Durham offers corporate rates and wants to connect with local businesses and schools interested in offering discounted yoga classes to employees and students.

Go to www.bikramdurham.com for more details, to sign-up for classes, and to receive updates on the studio.

About Golden Belt

Former home to the Golden Belt Manufacturing Company, the 155,000 square foot, seven-acre, LEED-Gold Certified campus in downtown Durham is listed on the National Register of Historic Places and includes six architecturally-significant buildings that house thirty-seven live/work residential lofts, thirty-five artist studios, a central gallery, a live music venue, event space, boutique retail stores, restaurants, and office space. This urban arts campus is at the epicenter of the growing arts-related critical mass in Durham’s downtown. Since its opening in July 2008, Golden Belt has become a go-to, must-have place for creative pursuits, cultural events and a hip lifestyle in the Triangle. Golden Belt is located at 807 E. Main Street, Durham, NC 27701.

For more information about Golden Belt, visit www.goldenbeltarts.com or contact marketing director Allison Polish by e-mail at allison.polish@scientificproperties.com or by phone at 919-967-7700 x155.

For more information about Bikram Yoga Durham, visit www.bikramdurham.com or contact studio director Mani Tyler by e-mail at manityler@bikramdurham.com or by phone at 919-251-8763.