

# Bad Dog Tales, Inc.

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## FOR IMMEDIATE RELEASE

CELEBRATE THE NEW YORK RELEASE OF 'YOGA, INC.'  
Meet the yogis and filmmakers!

**New York, NY – March 11, 2008.** Yogis, cynics and film fans alike are celebrating the long-awaited New York release later this month of YOGA, INC., John Philp's scathingly funny documentary examining the big business of yoga. The film begins its run at the Pioneer Theater in the East Village with the New York premiere on Thursday, March 27<sup>th</sup> at 7PM. Fans can then meet the film's director and subjects at a post-screening party.

Yoga has become a mega-industry. There are court battles over copyrighted yoga styles, 'McYoga' chains are popping up everywhere, gurus want yoga in the Olympics. YOGA, INC. examines whether yoga can survive with its good karma intact. Critics calling the film "smartly witty but grimly cautionary" (Geoff Pevere, Toronto Star), "an incisive, scathing and sometimes hilarious look at yoga madness" (John Doyle, Toronto Globe and Mail) and "a revealing essay on greed in the name of a higher power" (James Wegg, [jamesweggreview.org](http://jamesweggreview.org)). The film premiered at the prestigious Hot Docs festival in Toronto and has gone on to festivals across the globe, from Germany to Jerusalem.

### **New York premiere of YOGA, INC.**

Thursday, March 27<sup>th</sup>, 7PM  
Pioneer Theater, 155 E 3rd St.(btw. Avenue A and B, closer to A)  
New York, NY 10009

Tickets are \$5. Please be sure to PRE-PURCHASE so they don't sell out!! Visit <http://www.twoboost.com/pioneer/> or call (212) 591-0434

### **YOGA, INC. premiere party**

8:30pm, following the screening  
Le Souk, 47 Avenue B (btw 3<sup>rd</sup> and 4<sup>th</sup> street, around the corner from Pioneer)  
New York, NY 10009

To RSVP for the release party please email [johnphilp@hotmail.com](mailto:johnphilp@hotmail.com) with the subject line "RSVP for Yoga,Inc.". Please include your company and job title.

### **Directions**

- F or V train to Lower East Side / Second Avenue.
- 9 or 21 bus to Houston Street and Avenue A. Walk north to 3rd Street.
- 14A bus to 3rd street and Avenue A.

Come join the fun!

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