



**STREET 53, #418, Vihearchin,
Svay Dangkm SIEM REAP,
CAMBODIA 17828**

MARCH 14, 2017

+855 (0) 7776 9126
bookings@babelephant.asia
www.babelephant.asia

SIEM REAP'S FIRST EVER BEER YOGA ARRIVES AT BABY ELEPHANT BOUTIQUE HOTEL

14 March 2017 - For Immediate Release

SIEM REAP, CAMBODIA - Beer yoga, gaining popularity around the world, has landed in the spiritual town of Siem Reap for the first time, and Baby Elephant Boutique Hotel invites travellers, expats and locals to try it out.

Beer yoga is not just for Berlin hipsters - now Cambodia can give it a go, too! It is a style of yoga that is for everyone: open-minded yogis, yoga beginners and beer lovers of all skill levels will find something to love.

This innovative form of yoga involves gentle asanas, unusual mantras, and a focus on the cool, crisp taste of beer. It encourages participants to perform gentle stretches and some strength and balance postures, before relaxing into meditation while the sun sets over Siem Reap, a popular destination renowned among tourists and travellers for its sacred, majestic temples including the infamous Angkor Wat. The town is a magnet for yogis looking to harness its buzzing energy and revitalising zen.

Beer yoga is fun, but it's no joke. Since beer yoga began to emerge at the forefront of popular culture, the movement's Berlin-based founder Jhula has said she believes participants will thoroughly enjoy and benefit from the practice.

"We take the philosophies of yoga and pair it with the pleasure of beer-drinking to reach your highest level of consciousness," she has told the media.

Baby Elephant Boutique Hotel's yoga master Shambhu is an Italian yoga instructor with more than 700 hours of yoga teaching experience, predominantly in traditional Indian ashrams. He has opened his mind and his practice to include beer yoga, creating a class that encapsulates its core philosophies.

"Beer yoga is for everyone," says Shambhu. "Sure, it is not yoga in the traditional sense, but it offers an opportunity to relax and have some fun on the mat in a new way. We hope that it might also help introduce yoga practice to those who haven't had an opportunity to try it out."

Baby Elephant Boutique Hotel's managing partner and marketing director Ilana Tulloch adds: "Beer yoga is bound to create some ripples in the wellness community. But our experience testing it out has been fun and relaxing. Our beautiful open-air rooftop provides the perfect setting to enjoy a Saturday afternoon beer and a laugh while doing some simple asanas."

At Baby Elephant Boutique Hotel, we provide a dynamic environment for our guests and community, which involves trying new things and providing balance - with an emphasis on a healthy lifestyle, but without letting go of fun."

Baby Elephant Boutique Hotel also offers regular traditional yoga and meditation classes throughout the week, open to hotel residents as well as outside visitors, expats and locals.

For further information, contact:

Ilana Tulloch, Managing Partner & Marketing Director

Telephone: +855 7776 9126

E-mail: ilana@babelephant.asia

www.babelephant.asia

NOTES TO EDITORS:

Baby Elephant Boutique Hotel is an evolving independent boutique property in Siem Reap, providing premium budget and affordable luxury accommodation alongside all the facilities and services of an international hotel. We are an inclusive, family-friendly and LGBT-welcoming property offering a dynamic, creative and nourishing space for guests. Our sustainable and ethical business model is focussed on providing opportunities to our team of Cambodian staff, while creating rewarding and memorable experiences for our valued guests. Baby Elephant Boutique Hotel consistently ranks among TripAdvisor's top five small hotels in Siem Reap.

Details of the hotel's regular yoga and meditation classes are available at www.babelephant.asia/yoga-activities-siem-reap