

## **YogaKids Society to raise funds for UNICEF's *Unite for Children, Unite against AIDS* campaign through YoGo24**

November 5, 2007 (Vancouver, B.C.) – Schools and yoga studios across Canada are coming together to spread a message of well-being and compassion, while raising funds to help children and youth around the world who are affected by HIV and AIDS. Studios and schools will fundraise throughout the month of November, and studios will wrap up with a marathon practice on Friday, November 30 and Saturday, December 1, World AIDS day. All proceeds will benefit UNICEF's *Unite for Children, Unite against AIDS* campaign.

“When you give, you receive. What you give, is what you get.” This is the personal motto of Maxine Druker, executive director, YogaKids Society, and has become the unofficial campaign slogan for YoGo24. “Already, we are thrilled at the warm response to YoGo24. Members of the yoga community are really coming together to bring physical, emotional and social fitness to our kids – all while supporting crucial programmes for children affected by HIV and AIDS,” said Druker.

YoGo24 is an activity that aims to build community strength. Yoga instructors from participating studios will be available to visit schools and provide a pilot curriculum based on the universal values of giving, focus and patience. Instructors will be available to work with groups of students from November 7 through November 30.

Focus helps students learn more easily, while patience builds students' social development skills. Giving nurtures a sense of social responsibility in our children and youth, enabling them to become responsible global citizens.

YoGo24's roots lie in the establishment of Camp Moomba, a specialized summer camp program for youth impacted by HIV and AIDS. The camp was founded in 1997 by Druker, formerly of the Western Canadian Paediatric AIDS Society, and celebrated its tenth anniversary this year.

The inspiration for Camp Moomba, and now YoGo24, comes from the Vancouver Dialogues, which took place in September 2006 and emphasized the importance of compassion. Youth in attendance were told that they have the potential and a responsibility to work together in building a compassionate society.

(more)

*Using the  
true meaning  
of Yoga, let's  
unite together  
to support  
children and  
youth!*



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YogaKids Society has taken up this challenge by giving youth the opportunity to learn focus, giving and patience, while raising funds for an important cause. YogaKids has also developed a pilot social responsibility program to help students, parents and educators reduce violence and nurture global citizens who care about each other and the world we live in.

### Seven Questions you can ask Maxine Druker:

1. *Do you believe that yoga will make a difference in our schools?  
Why is that? (Takes 1 minute to answer)*
2. *In what way will your program help reduce violence or stop bullies on the playground? (Takes 2 minutes to answer)*
3. *What is the one thing that schools can do to help out?  
Takes 1 minute to answer)*
4. *What is the role of the parents? (Takes 2 minutes to answer)*
5. *Do you think that this yoga will catch on with the students?  
Takes 1 minute to answer)*
6. *How does society today support or challenge young people?  
(Takes 3 minutes to answer)*
7. *What prompted your interest in children and youth living with HIV/AIDS?*

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To learn about different marathon options and to register for YoGo24, please visit [www.yogo24.com](http://www.yogo24.com).

For more information, please contact:

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