



## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

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### **Nationally-recognized Yoga Institution Transfers Ownership to Ayurvedic Wellness Organizations**

*Co-Founders of the Asheville Yoga Center Handover Stewardship to AyurPrana and The Ayurvedic Institute  
to Continue Supporting the Local Community*

ASHEVILLE, NC (February, 24, 2022) – Asheville Yoga Center (AYC) is coming under new leadership, with the previous owners Stephanie and Sunny Keach wishing a heartfelt farewell to the thousands of students and teachers they have helped grow and nurture over the 25 years that AYC has been in operation.

Asheville Yoga Center opened its doors in 1997 and started building a community around the concepts of inclusion and a common love of yoga and wellness. Asheville Yoga Center has grown to be an influential studio and school with their internationally-recognized yoga classes and teacher training programs.

Steph and Sunny Keach have worked tirelessly to make yoga accessible, delivering high-quality and compassionate hatha yoga instruction to help individuals discover movement as a healing modality. United by their shared passion to affect positive change in the world through health, healing, education, and movement - both Sunny and Steph Keach feel very honored and blessed to have stewarded such a thriving community. Here's a short farewell video from Steph and Sunny to their beloved community [LINK TO COME]

Sunny added, "I want to share a heartfelt gratitude to every one of you that showed up along the way to help make this dream a reality. It's been so very humbling and soul enriching to watch our little idea of opening a yoga studio blossom into something that has had such a positive impact on so many lives. Thank you all so much for allowing me to feel like I've made a difference in the world. Hats off to y'all for spreading that yoga love out there. I'm so excited to be handing over our "4<sup>th</sup> child" to this very capable group of wonderful folks. I wish you all the very best."

Steph intimated, "I've always 'confessed' to every teacher trainee that I am teaching them yoga postures and history and how to safely teach, yes, but most importantly, how to love - yourself and others. And with the thousands of trainees, and even more students, that love has been felt around the globe, but more significantly,

in my heart and in my soul. I don't think I could feel more honored and blessed to have made this our life for the past 25 years. It has been the most gratifying thing I think I ever could have done, and never could I have imagined touching the lives of so many. I humbly bow to everyone reading this and thank you for your love and support, as you can see, it reaches beyond the walls of AYC. I just knew in my heart that we would find the next owners, the 'right owners,' and wow, it couldn't have felt more perfect when we met. This new crew brings lifetimes of experience with Yoga's sister science, Ayurveda. Ayurveda is all about health and well-being and really that's all I ever wished for with each and every beautiful being that came through our doors.”

This transition signals new beginnings and AYC will continue its influential work in the local yoga community through new owners, sister organizations The Ayurvedic Institute and AyurPrana. The Ayurvedic Institute will relocate their campus to Asheville, North Carolina, and their students will begin attending classes on the AYC grounds in the fall of 2022.

For over 40 years The Ayurvedic Institute has trained and educated practitioners in the ancient healing science of Ayurveda and the move to Asheville offers the Ayurvedic Institute an opportunity to evolve the vision of the Institute's founder and director, Vasant Lad, BAM&S, MASc.

To this day, yoga and Ayurveda are kindred healing systems that empower millions of people across the globe with practices and cleanse techniques that enable them to become proactive in their own health and wellness. AYC, The Ayurvedic Institute, and AyurPrana will combine their knowledge and resources to support their clients and students in mind, in body, and in spirit.

The AyurPrana team is looking forward to expanding upon this already vibrant wellness campus in downtown Asheville to welcome students for both the Asheville Yoga Center and the Ayurvedic Institute itself - including the hundreds of students, practitioners, teachers, and support staff that are the heart of these institutions.

Come meet the new owners and view campus renderings during The Ayurvedic Institute’s open day for prospective students, media, and interested members of the public on March 31, 2022. Please also join us in thanking Stephanie and Sunny Keach for their dedication, passion and for building a powerful foundation from which this new wellness campus can flourish.

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### **Stephanie Keach Bio**

Stephanie Keach is the co-founder of Asheville Yoga Center and has launched and nurtured the many classes and programs that AYC has hosted in its 25 years of cooperation. Stephanie began practicing yoga after she fractured her back in a car accident. Yoga changed her life and helped empower her with practices that helped to heal her

back injury. She has studied with teachers like Erich Schiffman and Rod Stryker and has been a regular teacher in AYC for all the years the studio has been open, especially focusing on developing and managing all of AYC's incredible teacher training programs.

### **Sunny Keach Bio**

Sunny Keach is the co-founder of Asheville Yoga Center and managed the business into the successful wellness institution it is today. Sunny has a deep interest in the practice of meditation, Buddhism, and the human potential. Sunny began practicing yoga in 1994, taught in the early days of the studio, and moved behind the scenes to foster the center's growth. Sunny is also one of the founders of Asheville's famous Friday Night Drum Circle.

### **Vasant Lad Bio**

BAM&S, MASc

As the founder and director of The Ayurvedic Institute, Vasant Lad has worked tirelessly for the last 40 years to bring the deep insights and transformative power of Ayurveda to the West. His passion for healing has garnered him respect throughout the world, and he is considered the premiere authority on Ayurveda outside of India. His numerous books have been translated into over 20 languages and have sold over 700,000 copies in the US alone. His teachings range from introductory courses in Ayurveda and yoga to advanced clinical pathology immersion and include hands-on classical therapies.

### **About The Ayurvedic Institute**

The Ayurvedic Institute was founded in Santa Fe, New Mexico in 1984 by Vasant Lad, BAM&S, MASc, Ayurvedic Physician. Since 1986, we have been based in the high desert country of Albuquerque, New Mexico at the foot of the Sandia Mountains. At the Ayurvedic Institute, we teach traditional Ayurvedic Medicine and provide ancient Indian therapies to help heal and maintain the quality and longevity of life. As a science of self-healing, Ayurveda encompasses diet and nutrition, lifestyle, meditation, postures, breathing exercises and medical herbs along with cleansing and rejuvenation programs for healing body, mind, and spirit. Our Education Programs draw students from around the world and from many professions and backgrounds. Students repeatedly express how transformational their time here is, highlighting the authenticity and depth of our offerings and the care and expertise of our faculty led by Vasant Lad, with his more than 40 years of experience.

### **About AyurPrana**

Inspired by a great spiritual teacher, we are a group of friends that came together to do something good in the world! Ayurveda fundamentally changed our lives, both in terms of physical healing and emotional wellbeing. Prior to studying under Vasant Lad, we each had our own challenges: herniated discs, atrial fibrillation,

migraines, digestive issues, rheumatoid arthritis, and more. With Vasant Lad's guidance through the many healing facets of Ayurveda, we found the kind of wellness that elevates your mind, body, and spirit. AyurPrana is our way of continuing this endless quest toward whole-being healing. Here, we've created a community where any aspiring soul may come to learn about Ayurveda, elevate their consciousness, get to the root of their health mystery, and jump-start their healing journey.

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### **Press Interviews**

We'd like to invite you to our open house on March 31, 2022. Specific times will be release in a few weeks and the event will take place at:

Asheville Yoga Center

211 S Liberty St

Asheville, NC 28801

If you would like to schedule a specific time to meet with any of the team from The Ayurvedic Institute or AyurPrana or - please reach out to us at [liz@liveayurprana.com](mailto:liz@liveayurprana.com) or 512-217-6362.