



Dear breathe family,

We know that change is the one thing in life that is certain and the past couple of years has validated that in so many ways. I am writing to you today to make you aware of a significant change at breathe yoga and I do so with many mixed emotions.

The original breathe yoga & juice bar (Pittsford) and the five franchise locations have made the unanimous, collective decision to dissolve the breathe yoga franchise chain.

On or before December 31, 2022, the College Town, Victor, Webster, Greece, and Syracuse locations will no longer be “breathe yoga”. The Pittsford breathe will continue as the solo physical location along with the online class platform. This decision, while challenging, was made amicably and we are all leaving our partnership with a deep sense of care and respect for one another.

I am so proud of what we were able to accomplish together.

As breathe yoga & juice bar approaches its 20th anniversary, and the franchise offering marks its 10th anniversary, it is accurate to say that none of us saw this coming. Together we survived the pandemic shutdowns and the challenges associated with them with ingenuity and hard work. The pivotal situation we find ourselves in now is not a direct effect of the pandemic, but more the aftershock.

It's likely that your life priorities, realities, and where you are choosing to put your attention may have also shifted in the past two and a half years. It's not necessarily bad or good, it just is an outcome of navigating through what was (and is) an unprecedented time for all of us.

On behalf of all of the franchise owners, I want to extend our heartfelt gratitude for the support you have shown us at all of our breathe locations over the years. The communities that have been created at the various locations are the heart and soul of breathe and can continue to build and thrive within this change, it will just look different than the way it does currently.

Please take a few minutes to watch my video message and read below for the details we can share at this point. We will continue to communicate details as this process unfolds.

I know this news deeply affects many of you and that it is unexpected. If I can be helpful, please don't hesitate to reach out.

With gratitude,

Cyndi

TIMELINE

The process has already begun for the franchise locations to transition from breathe yoga studios to new yoga businesses. Here's what we know now:

- Each franchise location will evolve their business uniquely. The dissolution of the breathe franchises allows them to continue running their businesses under another name and with different attributes.
- We are still working out the details as to when each location (aside from Pittsford and online) will be transitioning. As soon as we have more details on these dates, we will let you know.
- On or before the end of the year, December 31st, 2022, this process will be complete and Webster, Greece, College Town, Syracuse, and Victor will no longer be breathe yoga studios.
- On January 1st, 2023 there will be one breathe yoga & juice bar in Pittsford, NY, and its online platform.

LIVING YOGA MEMBERS

Please stay tuned for an email about how this transition affects your membership and what your options are. Here is everything we know at this time:

- You can continue to use your Living Yoga membership at breathe yoga in Pittsford and online.
- Your membership will remain active at the other locations until they reopen as new businesses. We will provide details about transition dates as soon as we can.
- Living Yoga is a month-to-month contract so you are not bound to anything and can cancel at any time simply by emailing info@breatheyoga.com.
- **If your home studio is one of the franchise locations (Webster, Greece, College Town, Syracuse, or Victor), please stay tuned for an email about your options pertaining to your membership moving forward.**
- If you have any questions or if you don't know where your home studio is, please email us: info@breatheyoga.com

GIFT CARDS

The franchise locations closing affects gift card holders. Here's what you need to know:

- If you purchased a gift card through breathe yoga in Pittsford, you do not need to do anything as long as you are happy with redeeming your gift card at the Pittsford location or online. (Online purchases are possible for drop-ins, class passes, and programs. This is separate from shopbreatheyoga.com.)
- If you purchased a gift card at a franchise location, we encourage you to gift yourself by using your gift card as soon as possible!
- Effective immediately, breathe yoga gift cards can only be purchased at breathe yoga in Pittsford or online.

CLASS PASSES

All class passes will remain valid and can continue to be used at breathe yoga in Pittsford and online. You can also continue to use your class passes at the franchise locations until they transition. Franchise locations may honor class passes at their new businesses as well. Please stay tuned for more details about this.

If you have any questions about your studio location or your class passes, please email us: info@breatheyoga.com.

NEW BEGINNINGS

Greece

The studio at the Greece location will continue to run as a high end yoga, juice bar, and retail space under the new name, "Barry's" starting January 1st, 2023. Additionally, added to the space will include one of America's top rated Irish pubs, "Barry's Old School Irish," which will be in addition to their current Webster location.

Webster

breathe Webster will transition to Element Yoga on November 1st, 2022. Element Yoga will continue to offer everyone's favorite elements of breathe and more by remaining a yoga studio, juice bar, and retail store.

Victor and College Town

The Victor and College Town breathe locations will remain open as Shine Bright. Shine Bright will continue to operate as a space for yoga, retail, and nourishment. Additionally, Shine Bright will offer a new and exciting menu of "wholeness" services such as Reiki and Astrology.

Syracuse

From Donna: "Our dream was to bring breathe to the Syracuse community. Our team is so grateful to have been part of the breathe family for these 5 1/2 years. We have learned from the BEST, and look forward to building on what we've learned. Syracuse will remain open with a new name (stay tuned!) and look, and a few other fresh changes that we think you'll love!"

If you have any questions about your studio location or your class passes, or questions in general, please email us: info@breatheyoga.com.