



MALAYSIAN INTERNATIONAL YOGA COMPETITION 2013



Organised by :

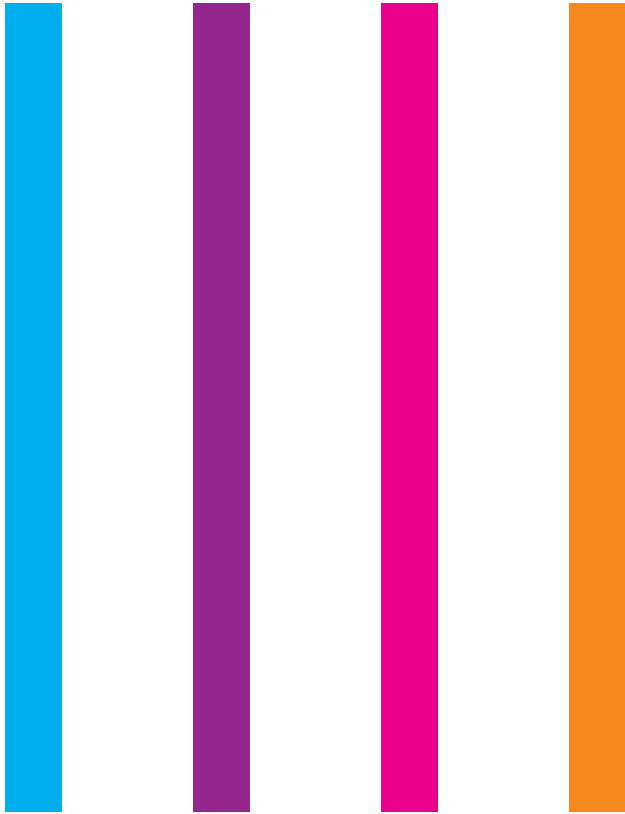


Media Kit

Presented by MYS - Yoga For All

Invitation

The main aim of the Malaysian International Yoga Competition (MIYC) is to create the awareness that yoga is accessible to all regardless of age, size, gender, background, physical conditions or limitations. Yoga promotes physical, mental and emotional well-being without the need for special sports or athletic skills.



Brief History of MIYC

MYS has successfully organised Yoga competitions in the previous years from 2005 to 2012. The participants comprise of 11 age categories (from 4 to 17 years old for children and 18 years and above for adults). The recorded oldest participant is 80 years old and the youngest, 4 years old. Majority of participants are school going children.



Children and Yoga Competition

The MIYC also serves as a platform for children to present their best and enjoy a healthy practice of sportsmanship. Being given opportunities to perform their favourite yoga poses in front of the public and judges, many have displayed admirable confidence in their attempts.

Many of the children are from the underprivileged groups which MYS has been providing free yoga lessons to in schools and homes. The opportunity to partake and witness this international level yoga competition elevates their confidence level – the children find a new and promising opportunity where they can work progressively in improving themselves.

The MIYC has also helped raise funds for the various MYS free teaching projects and social welfare programmes.





Yoga at School

"Yoga helps the children stabilise emotionally in schools and we volunteer to teach in primary schools throughout Klang Valley. All the schools have reported that the students who took part in the competition are much more motivated than children who are not involved.

The programme has been able to motivate them to do self practice to prepare for the following competition." – Master Manisekaran



Malaysian Yoga Society is currently conducting free yoga classes in various schools. The schools that we are currently involved in are:

- SJK (T) Bandar Kinrara, Puchong
- SJK (T) Batu Ampat, Klang
- SJK (T) Batu Arang, Batu Arang
- SJK (T) Batu Caves, Selangor
- SJK (T) Castlefield, Puchong
- SJK (T) Jalan Cheras, KL
- SJK (T) Kajang, Kajang
- SJK (T) Saraswathy, Jalan Klang Lama
- SJK (T) Saraswathy, Sungai Buloh
- SJK (T) West Country Timur, Kajang
- SMK Tinggi Kajang, Kajang
- SMK Yaacob Latiff, Jalan Peel



What a school teacher says:

In our school, we have a score of children who were from abusive or broken families and some have single parents, while others have parents who were in jail and many came from a financially poor background. Their behaviour and attitude towards studies lagged behind other children. As a measure to help them, we enrolled them into weekly yoga sessions offered by MYS.

Within 6 to 7 months, the students, especially the problematic ones and slow learners showed remarkable changes. The affected students appeared calmer, happier and showed tremendous improvement in their studies. They were able to calm down and showed reduced aggression in classrooms. The slow learners were slowly improving in their studies and were able to communicate with their teachers better. Overall class situation had become more conducive and the teachers were able to teach without stress as the discipline among the children had improved. Yoga has brought emotional and mental stability to the school children besides keeping them healthy physically.

- Mrs Jaya, Penolong Kanan Hal Ehwal Murid,
SJK (Tamil) Saraswathy, Sg Buloh



MYS – A Brief History

- Founded by Master Manisekaran, Persatuan Yoga Malaysia, or Malaysian Yoga Society (MYS), was formally established as a mental and physical health-oriented humanitarian organisation in November 2004.
- Non-sectarian in nature, Malaysian Yoga Society's community projects and activities are purely in pursuit of creating awareness and spreading the understanding of yoga as a science of holistic self-development for individuals in society.
- Malaysian Yoga Society aims to do this through teaching, practice and various other related charitable activities.



Malaysian Yoga Society Vision

- Malaysian Yoga Society follows strictly the path which promotes the experience of living in harmony through one's own daily activities and selfless service. MYS works towards uplifting the life of others, especially the socially disadvantaged and underprivileged, through the teaching of yoga.



Founder's Message

"Seek youthful technology and you get excited. Seek aged wisdom and you get calmness. Seek both and you find balance in the modern world."

The Malaysian Yoga Society (MYS) was formally established as a mental and physical health-oriented humanitarian organisation in November 2004 with the intention of bringing yoga to all — primarily the impoverished, unfortunate and underprivileged members of the society.

Yoga is a practical art, easy to learn and has embedded in it the elements of total wellness of a person. Those who practice it in the correct manner — diligently and with clarity — will see concrete results, and experience significant inner and outer transformation.

We believe in sharing this wonderful gift of yoga with people from all layers of the society and make it available to those who have no access to the mainstream yoga classes. Those who are socially or economically disadvantaged should not be refused the benefits of yoga and we hope to reach out unconditionally to the abused women, single mothers, children from homes or orphanages, the poor and the needy.

Yoga will increase their inner strength and uplift their lives in more ways than one. It will give them the internal physiological and emotional balance they need in order to progressively grow in many ways.

In this direction, we have trained over 400 instructors via our 'Learn to Teach, Teach to Learn' programme since 2010. Under a meticulously compiled training programme based on a complete yoga curriculum and comprehensive teaching methods, the participants are provided with the basic skills of teaching yoga for beginners. It's a 6-day programme that has been running very successfully for the past few years.

Manisekaran,
Founder of Malaysian Yoga Society



To further boost the participants' confidence to grow as credible yoga instructors, certificates are provided to each and everyone who qualifies. They are also given ample access to all our other programmes to give them opportunities to progress further in the field.

NGOs and volunteers who also take part in the programme, which is equivalent to the Level 1 International Yoga Instructor Course run by the Malaysian Association of the Yoga Instructors, are encouraged to spread the knowledge of yoga to others, especially the primary and secondary school students.

Through this programme and our other core activities like the annual Food Fair, the Malaysian International Yoga Competition, Yoga Camps for students, teaching yoga in schools and teaching yoga to the prisoners, we target to spread the richness of yoga to all and sundry regardless of race, religion, gender or financial standing.

Yoga is known as a science and all sciences bring experience through experiment, and in this case, through practice. There are two components in this science; one is internal evolution and the other is the evolution of the society. Through practice both will evolve.

Internally, we need strength and vitality to live this highly stressed and challenging life, externally we need to find the oneness in society. Yoga means union of body, breath and mind; the other aspect is union with all members of society to bring about unity and evolution. The process of bringing about this change follows the laws of nature as well as the laws of humanity.

At a much deeper level, yoga is a dynamic form of inner engineering and a powerful transformative force that will create great harmony amongst the members of the community. With this end in mind, we continuously embark on projects which will improve our lives collectively — as one unit of a unified society. We organise group activities such as large-scale group physical yoga exercises, community projects and gatherings that are harmonious in nature, to promote external harmony which can be shared by everyone.

With this, we hope all will continue to support these projects and be a part of our continued effort to contribute back to the society.

Thank you.

Malaysian International Yoga Competition 2013

Date : 1st May, 2013

Time : 09:00am – 06:00pm

Venue : Kandiah Hall, SJK (T) Vivekananda,
Brickfields, Kuala Lumpur.

Target Audience :

We are expecting about 1000 participants in the competition (both adults & children) and 5,000 visitors for this exciting event.

Objective of this event :

To raise RM141, 000 for MIYC 2013 and
MYS teaching projects in school for year 2013



Funds Projection for 2013

Project Plan:

(A) Malaysian International Yoga Competition 2013

Description	Amount (RM)
Hall rental	5,000
Food for children	4,000
Set up – stage, canopies, PA system and miscellaneous	3,000
Medals, Trophy and Prizes	4,000
Total amount per year	16,000

(B) Yoga at School for 2013

Project plan : To acquire 5 certified yoga instructors to teach in schools and document the students' progress periodically. Each instructor will conduct classes in assigned schools six days per week

Target : 20 schools

Description	Amount per year (RM)
Yoga instructor allowance – RM2,500 per person x 10 months	25,000
Total amount per year for 5 instructors	125,000



Summary of Marketing & Communications of MIYC 2012

Press

- Editorial pre-event write up at The Star
- Post-event editorial write up at Sin Chew Daily, The Star, New Straits Times and Tamil Nesan
- Post-event editorial write up at Urban Health

Radio

- Pre-event BFM radio interview with Master Manisekaran

Television

- Astro Vanaavil-360 interview with Master ManiSekaran
- RTM post-event interview with Master ManiSekaran

Website

- Post-event CJMY editorial write up
- Post-event mytamilchannel editorial write up

Online

- Website (www.malaysianyogasociety.org)
- Social media channels (Facebook & Youtube)

Print Collateral Distribution

- A3 posters distributed in Klang Valley
- 10,000 Flyers distributed to public and yoga practitioners about the event
- 100 buntings placed around Klang Valley
- Advertisement in Yogamail with 10,000 distribution





Partnership Benefits

Your organisation's contributions for the Malaysian International Yoga Competition 2013 will garner the following benefits:

- Create brand awareness and exposure for your organisation and business.
- Contribute to the community and society through the Malaysian Yoga Society's teaching projects and social works.
- A meaningful and good platform for your company's Corporate Social Responsibility (CSR) initiatives.



Thank You

- MYS is looking forward to creating a partnership that contributes to meeting your marketing objectives, maximises your positioning and delivers on the long term positive outcomes to current and future children and individuals that MYS are involved with.
- On behalf of MYS and the children we proudly thank you for taking the time to consider supporting our event for our children and individuals to have a good quality of life physically, mentally and emotionally.

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