To: Principal Reyes
123 Maple Street
Anytown, USA 12345

Dear [Insert name],

I am an **official ambassador** for the 2nd Annual Kids’ Yoga Day, to be held on Friday, April 7th. Kids’ Yoga Day (KYD) is an international event meant to raise awareness and ignite a passion for fitness and yoga for as many children as possible.

On Friday, April 7th, 2017 at 11:00 AM at schools, homes, yoga studios, and child care organizations throughout the world, hundreds of official ambassadors, plus countless others who are following along at home, will lead students through a simple 5 minute yoga routine.

Last year on Kids’ Yoga Day, over 25,000 children participated in 46 states and 21 countries, and this year promises to be even bigger! I am writing to respectfully suggest that [INSERT SCHOOL] participates in this special, no-cost event.

**Benefits of yoga for kids:** Simple yoga postures have been proven to help kids deal with the overstimulation of today’s technology-based world. Yoga has been practiced for over 5,000 years and helps kids of all abilities stay calm in the face of stress, increase focus and concentration, develop discipline, get physical activity, create healthy habits and the list goes on!

**A little about me:** I am a yoga instructor at XXXXXX yoga and also a parent of 2 young children. [Insert your own version!]

**How will it work?** On Friday, April 7th at 11:00 AM, all the classes will perform the simple yoga sequence at the same time, either in their individual classrooms, or all together. I can come in a week or two before KYD to lead teachers and students through the routine, so they can practice in advance if they wish. Or, we can all simply do it for the first time on April 7th. The routine was designed by Teresa Power, an internationally recognized expert on children’s yoga and the author of the best-selling and award-winning books *The ABCs of Yoga for Kids* and *The ABCs of Yoga for Kids: A Guide for Parents and Teachers.* *The ABCs of Yoga for Kids* line of products has sold over 250 thousand copies worldwide in 4 languages.

Are you interested in giving the gift of yoga to your students? I hope you are. If so, please contact me and we can set up a time so we can plan this exciting event. Thank you for your consideration.

Warm regards,

[Insert your name]

[Your Phone Number]
[Your business name – if applicable]

[Your email address]

PS – For sample routines, information about Teresa Power (the founder of KYD) and more, please visit http://www.kidsyogaday.com