

Contact:

Kristel Fillmore

kristel@itswellyogaandpaddle.com

609.335.9512



Itswell Yoga + Paddle Moves To Main Street, Cape May Court House

The Company also Announces Sustainable Initiatives For All Locations.



CAPE MAY COURT HOUSE, NJ (June 12, 2018) – South Jersey’s Itswell Yoga + Paddle, Cape May County’s premier Baptiste Power Yoga studios and paddleboard company, today announced the Cape May Court House studio will move to 5 South Main Street.

Along with the move, owners Kristel Fillmore and Kelly Todd plan to unroll a sustainable business model for both of their brick and mortar locations. The businesses core values will shift to focus on community, sustainability and adventure.

“As a current graduate student of the Sustainable Food Systems Program at Green Mountain College, together with my partner, Kristel Fillmore, our aim is to cause a big impact on Cape May County and lead by example in our community with these green initiatives,” says Kelly Todd, co-owner of Itswell Yoga + Paddle. “Our hope is by implementing changes within our spaces and promoting environmental stewardship among the community, we can create a sustainable vision for Cape May County.”

The new location is more aesthetically pleasing, will feature an outdoor community seating area for events, and will allow the Itswell team to lessen their environmental impact. Both studios offer high efficiency heating systems fueled by natural gas, are centrally located for walking, biking or taking public transportation, and sized to promote energy efficiency. The studios will be 100% paperless, utilizing electronic check-in, waivers and receipts. They will also utilize chemical-free and natural cleaning products, offer reusable water bottles for sale, reduce unnecessary packaging on studio supplies and offer Manduka™ yoga mats for rental and sale. Manduka™ mats, which are certified by OEKO-TEX, eliminate toxic emissions during the manufacturing process and offer end of life-cycle reclaim of their products to reduce the amount of waste entering landfills.

The newly renovated location, managed by Pelagic Properties, LLC, is set to open for business on July 2, 2018. Classes are still available in the current Cape May Court House as well as North Wildwood locations.

About Itswell Yoga + Paddle:

Itswell Yoga + Paddle are Baptiste Power Yoga studios located in Cape May Court House and North Wildwood, NJ. Itswell Paddle is located at K&D Family Marina in West Wildwood and features standup paddleboard lessons, tours, yoga and fitness classes. The company's core values of community, sustainability and adventure are the pillars for every decision co-owners and best friends Kelly Todd and Kristel Fillmore make. Visit itswellyogaandpaddle.com for more information and be social with #itswellyoga and #itswellpaddle.

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