



AUGUST ASCENT

Join Udana for our 5th annual **AUGUST ASCENT** event, geared toward helping you commit to and focus on your holistic wellness while building community. This year's event will be better-than-ever, with more ways to participate and win. The **AUGUST ASCENT** has traditionally been an online event; we're now expanding it to include special events and incentives to participate in classes and involve your friends.

HOW TO PARTICIPATE

- [Register online](#), making a minimum \$10 donation.
 - Your donation helps cover some minor administrative costs and makes you eligible to earn points and win prizes throughout the event. Proceeds will benefit the selected charity for the 2017 Udana August Ascent, the [Interfaith Airport Meditation Room of Milwaukee](#).
- Join our [private Facebook group for August Ascent participants](#).
- Participate in various activities throughout the month of August to earn points.
- Prizes are awarded based off of points earned, as well as randomly throughout the event. There will be final 1st, 2nd, and 3rd place winners based on total points earned.



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HOW TO EARN POINTS

- There are multiple ways to earn points throughout the challenge. See details below. We'll provide regular updates online, as well as on our participant board at the studio.
- Remember, you must be a registered August Ascent participant to be eligible to win. Register online and donate a minimum of \$10 to qualify.

	Activity	Points Awarded
1	Register	10
2	Join the Facebook Group (first-timers only)	10
3	Attend any regular class at Udana	10
4	Attend an Udana workshop	20
5	Attend Wellness Wednesday Walk	10
6	Attend Wellness Wednesday Walk with Donation of \$5 or more	20
7	Like posts on the August Ascent Facebook group page	1
8	Comment on a post on the August Ascent Facebook group page	5
9	Respond to other participants' posts on the August Ascent Facebook group page	5
10	Share a photo or video of you participating in an August Ascent activity	10
11	Tag Udana Yoga & Wellness in your post(s)	5
12	Use August Ascent hashtags when posting	1
13	Bring a friend (new to Udana or August Ascent) to join our month-long journey online (they must sign-up online and join our private FB group)	20 (for you and your friend)
14	Bring a friend (new to Udana) to a class, workshop, or Wellness Wednesday Walk event throughout the August Ascent (first time only)	20 (for you and your friend)
15	Bring a friend (not new to Udana) to a class, workshop, or Wellness Wednesday Walk event throughout the August Ascent (first time only)	10 (for you and your friend)
16	Double points when you attend a particular instructor's class or event: <ul style="list-style-type: none"> • Week 1 - Missy • Week 2 - Kara • Week 3 - Val • Week 4 - Tina • Week 5 - Molly 	Double points awarded for items 3, 4, 5, 6, 14, 15



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PRIZES

- Prizes are awarded based on participation, points earned, and also awarded randomly. To qualify for a prize, you must be a registered participant. [Register online](#) and donate a minimum of \$10 to qualify.
- We have a great variety of prizes this year, including:
 - Jade Yoga Mat (\$60 value)
 - dōTERRA essential oil products (various)
 - Udana apparel (\$20-25 value)
 - Free class at Udana (\$14 value)
 - 5-pack of classes (\$55 value)
 - One month unlimited yoga (\$80 value)
 - 60 minute Private Yoga Consultation (\$75 value)
 - 60 minute Nutrition Consultation (\$60 value)
 - Lovepray Jewelry Mala Bracelet (\$22.50 value)
 - 75 minute Private Yoga Group Class with up to 10 friends (\$150 value)