



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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SUBJECT: In a global first, a Queensland headquartered business becomes the only yoga studio in the world to achieve B Corp status. State of Sahaja, Yoga Studio and its affiliated Yoga Mat business were able to meet the strict criteria required of companies to achieve this milestone. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose

HEADLINE: Queensland entrepreneur achieves world first B Corp accreditation for her business

Gold Coast entrepreneur Judes Yang has achieved a world-first by becoming the first yoga studio to achieve the coveted 'B Corp' accreditation for her fast-growing business.

Her business, State of Sahaja: Yoga mats and Yoga Studio that gives back– that produces yoga mats – passed a rigorous application process to showcase how it creates value for the local community and the environment. The purpose of these activities is to harness the power of business to solve some of the key issues facing society – utilising the power of innovation and entrepreneurship to solve some of the biggest problems facing the planet.

For Judes Yang, this announcement is the culmination of both a business and personal journey that has taken place over the past three years.

“Achieving B Corp certification feels incredible as it marks an important business and personal milestone for myself as it showcases the impact State of Sahaja is having on the community and planet,” Ms Yang said.

“I left my corporate career in finance with Volkswagen well over a decade ago to pursue my passion for teaching yoga. State of Sahaja is my response to this search for both personal and professional purpose as it allows me to fulfil my passion for yoga and business and combine this in an entity that is striving to positively impact the planet – achieving B Corp status is assurance that we are on the right track.”

Based on the Gold Coast State of Sahaja Yoga Studio provides a percentage of its earnings from workshops and training to three core charities - A sound life charity, RIZEUP AUSTRALIA (a domestic violence not-for-profit) and Marine Mega Fauna – a charity that focuses on ocean conservation.

It also works with another Australian firm Tsuno to donate disposable menstrual products with paid yoga classes to shelters around the Gold Coast region. In addition, the business donates one solar light with every yoga mat sale to Marina Mega Fauna who distribute them through their education programs in Mozambique. The not-for-profit teaches the local kids about life skills, marine conservation and how to care for the planet.



YOGA MATS & YOGA STUDIO

According to Judes Yang, her primary aims for her application to become a B Corp are twofold; to tap into the wider network and knowledge that it represents and to showcase her commitment to her causes by undergoing the auditing and verification process.

“The B Corp application process ensures that all applicants adhere to the strict guidelines around impact, business benefits and a fundamentally different governance philosophy from the traditional capitalist mode,” said Ms Yang.

“My motivation was driven by my belief that private and listed companies can be the solution to much of the world’s problems – if provided the tools and guidelines we need, which is where B Corp comes in. Critically, as an immigrant female business leader from a Chinese background (Judes migrated from Taiwan when she was four) I wanted to embrace a model that celebrates diversity of thinking and appearance as I truly believe that this is the only way we can move forward.”

About State of Sahaja Yoga mats and Yoga Studio:

State of Sahaja Yoga Studio is a unifying of all yoga styles and a safe space for all of humanity to share and experience the healing power of yoga and community.

We also hold regular community events and discounted classes making our space accessible for all who would like to come and be a part of this wonderful space. We are here to foster community, a coming together to raise the vibrations, move, breath, sweat, chant and give back! Unity in action.

As a studio that gives back, we also use our profit for a purpose. For each attendance in paid classes we give disposable menstrual products to those in need. We are also a part of 1% for the planet & donate to charities that support human-kind & care for the world, and by using our business for good we are a certified B Corporation. It's our mission to light up the lives of those around us.



About B Corps

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Society's most challenging problems cannot be solved by government and nonprofits alone. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment.

B Corps form a community of leaders and drive a global movement of people using business as a force for good. The values and aspirations of the B Corp community are embedded in the B Corp Declaration of Interdependence.

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