



August 29, 2016

Dear Yoga Alliance Member,

Like many things in life, yoga is about finding the balance. We seek the midpoint between effort and ease, we notice the difference between movement and stillness, we pause between inhales and exhales. Yoga is about a healthy lifestyle, one that involves moving through our bodies as a means to get out of our heads.

That's why I'm contacting you today. **We need your help to influence change throughout the country to support a fit and healthy America.**

We are partners in the PHIT Act Coalition, a group of organizations that includes leaders in the fitness, sports, medical, and youth wellness communities. This group is dedicated to increasing physical activity and fitness to improve the health of all Americans. PHIT stands for Personal Health Investment Today. The coalition feels that we must invest in personal health through fitness to improve the health of Americans, especially our children.

Numerous studies report that our children will have a shorter lifespan than us due to obesity, unhealthy eating habits and physical inactivity. As an organization based in the U.S., we believe in doing our part to help affect positive change in this national health crisis.

The PHIT Act, common sense U.S. legislation in Congress, aims to remedy this by getting more Americans moving. Specifically for yogis, this Bill will help provide greater access to yoga, more affordable options for classes and teacher trainings, and increase the diversity of yoga practitioners. Together with our partners, we're unifying to spread the word about the PHIT Act and hope you will join us.

What is the PHIT Act?

- A piece of legislation will allow Americans to use pre-tax medical accounts (like HSAs or FSAs) to pay for physical activity expenses, **including yoga classes, yoga studio memberships, yoga teacher trainings, and yoga props.**
- Simply put, the PHIT Act provides a financial incentive for Americans to take part in a physically active lifestyle.



How will the PHIT Act work?

Americans typically use Pre-Tax Medical Savings Accounts for reimbursement of medical expenses. The PHIT Act would allow taxpayers to place **up to \$2,000 a year**¹ in existing pre-tax medical accounts to pay for physical activity expenses.

Why is this so important?

- According to the World Health Organization, physical inactivity is the 4th leading cause of death.
- The CDC director reports that “physical activity is the closest thing we have to a wonder drug.”
- Congressional findings reveal that the U.S. “**ranks last in the world** in reducing the number of preventable deaths resulting from obesity-related chronic illnesses,” with nearly **one-fifth** of American children ages 2 to 19 categorized as overweight or obese.²
- Research is pouring in that indicates that **physical inactivity affects the brain** and our ability to learn – our future generations are at risk.

What Can You Do To Get Involved?

- Visit [our PHIT Act page](#) to learn more.
- [Contact your members of Congress](#) and tell them to support this bill.
- Share this message with all of your contacts - your family, friends, family, students and teachers.

I hope you will join us and help us bring more Americans to yoga so they can experience the mental and physical benefits for themselves. **Questions or comments?** Feel free to contact me.

Sincerely,

Barbara Dobberthien
Executive Director and Chief Operating Officer
Yoga Alliance

¹ \$1,000 per taxpayer, \$2,000 in the case of a joint return or head of household

² ([Source](#))