



zionsville | speedway | danville

## For Immediate Release

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## WHAT MAKES A SMALL TOWN GREAT?

**Speedway, IN** – Speedway IN may be home to the world's greatest spectacle in racing, but it is also a charming, small town experiencing a period of revitalization. With the excitement of the Indy 500 driving the news about Speedway, it is easy to lose track of this community's true spirit.

Like other small towns, some of Speedway's appeal can be attributed to its century-old homes and manicured parks. New residents are also attracted to the proximity of schools, services and other resources for the community. Among these establishments is the neighborhood yoga studio, Peace through Yoga.

As little as five years ago, a yoga studio would not have been regarded as a community resource. Today, however, a yoga studio signals that a community is contemporary and forward-looking. It contributes to the quality of life for the town's residents.

Main Street Yoga, doing business today as Peace through Yoga, opened in Speedway in September 2013. Studio founder and owner, Mindi Epstein, recognized the town's potential and shared in the Community Development Corporation's vision for the future of Speedway.

Speedway resident and Peace through Yoga student Amanda Pryor says, "I love that the studio has a small town feel and a relaxed atmosphere no matter where the mat lies." Like Amanda, most studio students live or work in Speedway. There are those who walk to the studio for classes and many students find their way to Yogulatte next door for frozen yogurt or coffee. Being able to walk to businesses and knowing the proprietors are hallmarks of small town living.

This month while all eyes are on our town of Speedway, we might consider that May is just one of twelve months. What sustains a small town like Speedway is what happens the other 11 months of the year. The new dining and drinking establishments on Main Street attract visitors and have brought new life to a previously stagnant corridor. What will convert some of these visitors to residents is the services provided by and available in the community. The churches, schools, medical care, small businesses and, yes, even the yoga studio, all contribute to a way of life that attracts new residents and ensures the future of the town.



## **About Peace through Yoga**

Peace through Yoga meets students where they are — physically, spiritually and geographically. More than 30 certified instructors bring the practice and teachings of yoga to students of all ages and abilities at three studios nestled in Zionsville, Speedway and Danville.

Yoga classes, workshops to integrate the tenets of yoga into everyday life, international retreats and certified yoga teacher training make Peace through Yoga a vital resource for each community. The studios' relaxed environment, free from judgment and expectations, is home to real life yoga.

## **About Mindi Epstein, Owner**

In 2013, Mindi founded Main Street Yoga in Speedway, IN. Nine months later she purchased Peace through Yoga, a well-established entity serving the Indianapolis and Zionsville communities for more than 12 years. Both studios were updated and rebranded as Peace through Yoga. One year later, Mindi opened a third Peace through Yoga location in the outlying community of historic Danville, IN.

Mindi is a former Senior Vice President of a large not-for-profit community organization. Her 13 years in a high-pressure, visible position has afforded her a unique perspective on establishing a work-life balance, and on finding a practical-spiritual balance in daily living. This perspective distinguishes Peace through Yoga from other studios.

