



**Desk Yogi's Founder Jacqui Burge
Named as Finalist for 2017 Spirit of Entrepreneurship Awards
Winners to be named at May 5th Gala**

Ojai, CA, April 5th, 2017— Desk Yogi, the Ojai-based company that offers wellness videos to benefit workplace happiness and productivity, announces that founder Jacqui Burge has been named as a finalist in the HEALTH category for the 2017 Spirit of Entrepreneurship Awards.

The ceremony and gala will be held on May 5th at the Biltmore's Coral Casino. Lynda Weinman, founder of Lynda.com will announce the 11 outstanding women entrepreneurs from various categories. The winners will be selected from a field of over 100 nominees in the Santa Barbara and Ventura Counties by independent judges who reside outside the area and are not connected with the Spirit of Entrepreneurship Foundation, the non-profit which hosts this unique event.

"I am honored to be nominated for this award," states Jacqui Burge, CEO Desk Yogi. "As every entrepreneur knows, when you are passionate about your business the reward is in seeing your vision come to fruition. This nomination is a wonderful validation and to be named along with this group of powerful women is a real bonus."

"It is exciting for everyone involved," says Cathy Feldman, Board Chair and CEO of the Foundation. "We had an amazing group of candidates this year, and it was hard for our judges to narrow it down to the top three in each of the categories."

The motivation behind Desk Yogi began with Jacqui's own realization that even the way we sit affects our long-term health and wellbeing. Jacqui's corporate life at Lynda.com, before the LinkedIn acquisition left little time for self-care as demands began to encroach on her health-conscious lifestyle. Jacqui began researching the effects of sitting for long periods of time and its impact on workplace productivity. Regardless of previous efforts to make employees comfortable—ergonomic chairs, workstations and even after-work fitness classes— Jacqui realized more could be done to intervene and reduce the

negative health effects caused by excess stress and prolonged sitting.

Desk Yogi's revolutionary service delivers a wide variety of health and wellness video breaks so employees everywhere can build a wellness habit during the busy workday. The guided tips for stress relief, exercise, and healthy food choices help positively impact anyone working at a desk or in one position for long stretches of time.

Numerous studies show that extended periods of sitting can be detrimental to one's physical health. In a recent 2016 study published by The Lancet, it concluded that inactivity costs the United States almost \$28 billion. In addition, long-term screen time can cause eye strain, while frequent keyboard and mouse usage can negatively impact wrists—and those are just the physical concerns.

Desk Yogi offers a LIVE 5 minute sample break with founder Jacqui Burge every TUESDAY at 10amPT and THURSDAY at 2pmPT on the Desk Yogi Facebook page. <https://www.facebook.com/deskyogi/> and on the members home page.

ABOUT DESK YOGI

Desk Yogi, recently named “New Company to Watch in 2016” at the Pacific Coast Business Awards, was founded in 2014 to deliver expert fitness, yoga, stress reduction, mindfulness, and nutrition videos specifically designed for people who sit or stand at a desk for the majority of their day. The company's revolutionary system supports employees to become healthier and more productive with unique, non-disruptive streaming videos that improve overall health, productivity, and energy.

Desk Yogi subscriptions make video sessions to each member at their pace, in their space—to directly address workplace stress and body pain, whenever needed, in as little as 3 minutes. For more information, please visit www.desk-yogi.com.

Desk Yogi Social:

<https://twitter.com/deskyogi>

<https://www.facebook.com/deskyogi>

<https://www.instagram.com/deskyogi>

About Spirit of Entrepreneurship Foundation:

The mission of the Spirit of Entrepreneurship™ Foundation, a 501(c)3 corporation, is to support entrepreneurship at all levels in our region. This is accomplished by honoring successful women entrepreneurs at a yearly event, the Spirit of Entrepreneurship Awards, for the benefit of Santa Barbara County high school and collegiate student entrepreneurs. The student entrepreneurs, who have won the New Venture Challenge, a one-day business pitch competition

put on by the Scheinfeld Center of Entrepreneurship at Santa Barbara City College, are awarded financial support (in the form of seed capital) and scholarships at our Spirit of Entrepreneurship™ Awards to help them to develop their aspiring businesses and continue their education. These Awards allow the Foundation to fulfill its goal of encouraging future economic growth in our region.

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