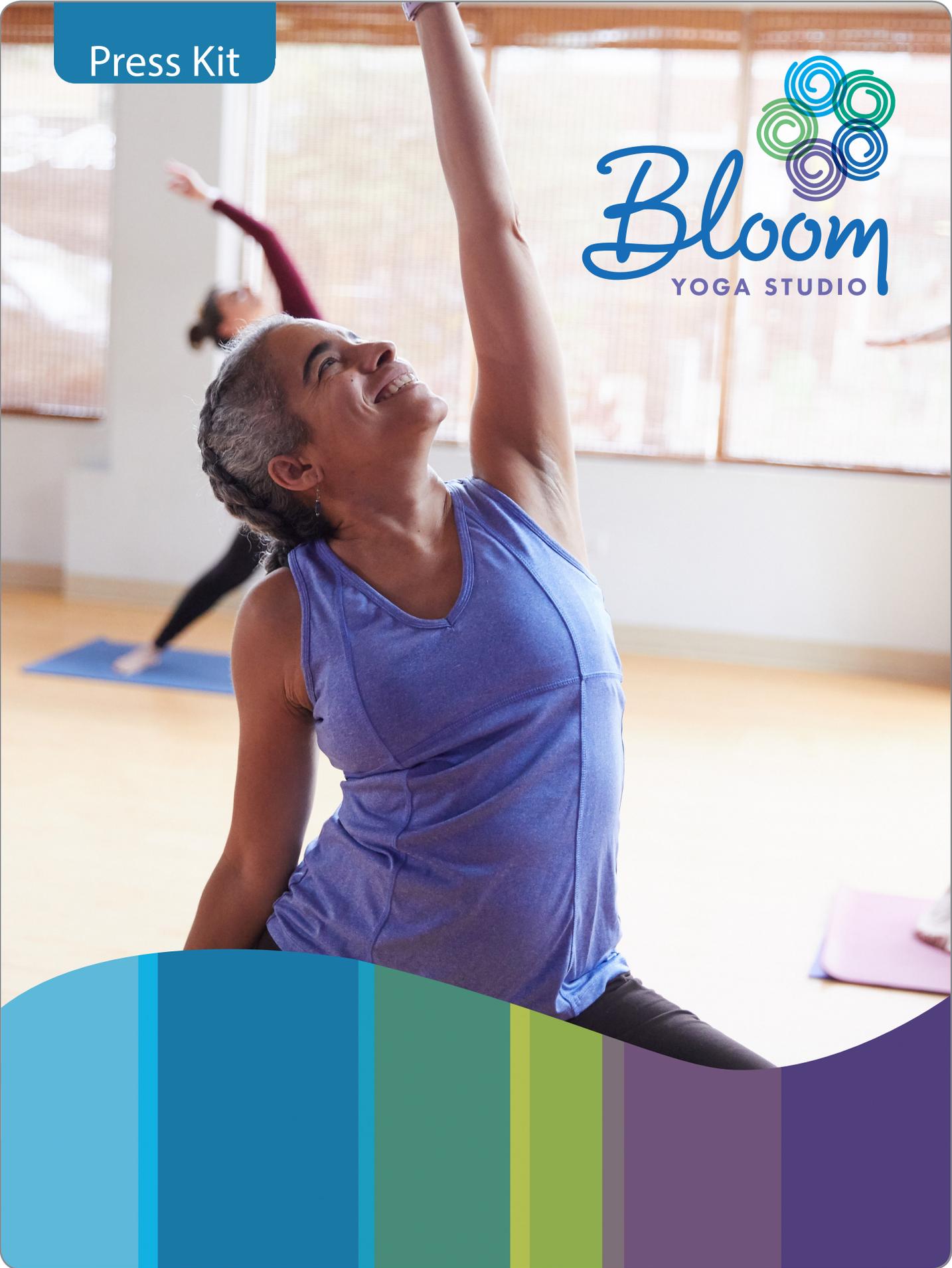


Press Kit



Our Mission



*Inspiring greater health and happiness
in daily life through a welcoming
and accessible approach to yoga.*

Kerry and Zach Maiorca are the husband and wife tag team behind Bloom Yoga Studio. Consistently voted Best Yoga Studio in Chicago, Bloom has been a local favorite since opening its doors in Lincoln Square in 2004. And as a proud independent small business, Bloom is all about community and creating a welcoming, accessible, and unintimidating space for wellbeing.

Bloom was founded on the belief that while yoga is for anyone, too often not everyone feels comfortable walking through the doors of a yoga studio. We actively work to make yoga more accessible to all students, whether new to yoga or experienced. Whatever your age, gender, sexuality, skin color, body size, ability, or beliefs - you are welcome at Bloom.

Join us!



Studio Offerings

*Yoga & massage
for all ages
and stages*



Yoga Classes

Bloom offers a variety of in-studio and online classes each week on a drop-in basis. Welcoming students of all ages, stages of life, and levels of experience with yoga, our knowledgeable instructors are highly trained in working with beginners and people who may be coming to yoga with limitations.

Specialty Workshops

For those new to yoga, Bloom offers a monthly Free Intro to Yoga and a 4-week comprehensive Yoga 101 workshop. We also offer specialty workshops to support our students in exploring the depth and breadth of yoga as a lifelong practice.

Massage Therapy

Regular massage is essential in these increasingly stress-filled times. Massage may help improve circulation, boost immune system functioning, and release old stress patterns. We offer a variety of modalities to customize the treatment for each individual client's needs.



Training

"Bloom Yoga Studio is the place to do your 200h YTT. The trainers work as a compassionate and knowledgeable team, helping you to deepen your practice, broaden your understanding of yoga, and get ready, step by step to become a Yoga Teacher. If you aspire to become a Yoga Instructor or get to the next level in your yoga journey, Bloom's the right place!"

-2020 Graduate



Teacher Training Options

Bloom has been offering Yoga Teacher Training programs since 2011, and has hundreds of stellar reviews from graduates. With a thorough and organized curriculum, our programs will inspire you to take your practice to a new level of depth while providing the skills you need to become an excellent teacher. Whether you're looking to teach formal classes, or just become your own best teacher for home practice, our expert trainers will guide you in creating safe, satisfying, and accessible experiences on the mat.

Program Options:

- 200 hour Yoga Teacher Training Program
- 85 hour Prenatal Yoga Teacher Training Program
- 95 hour Children's Yoga Teacher Training Program
- Gentle Yoga Teacher Training
- Restorative Yoga Teacher Training



Awards and Reviews



Voted Best Yoga Studio in Chicago



Chicago Reader

Best Yoga Studio
2019, 2017, 2016,
2015, 2014, 2013,
2012, 2011, 2010



CitySearch

Best Yoga Studio
2013, 2011,
2009, 2007



Client Testimonials

"I love Bloom! They are so approachable even for people just starting out like I was when I first came there. The teachers are great at allowing participants to push themselves as much or as little as desired. They really make you feel like family here."

– Elizabeth M., Yelp Reviewer

"Bloom is the type of place that feels so good to return to, whether you practice every week, or only once in a while. It's always comforting and refreshing to come here."

– Jane D., Yelp Reviewer

"...one of the best massages I have ever had. I felt like a whole new person walking out of there. It was just the right combination of relaxation and really working the knots out."

– Yelp Reviewer



Workplace Wellness

*“The future of
healthcare is
self-care”*

*- Jeffrey Greeson
Duke Integrative Medicine*



Bloom Workplace Wellness

As studies supporting the benefits of yoga and meditation accumulate, forward-thinking companies are realizing that healthy employees are more productive and better equipped to navigate the challenges of their workday.

Bloom Workplace Wellness brings our studio's unique and welcoming approach into the workplace. Our friendly and professional staff contribute years of expertise and passion for their work, and customize their offerings based on the organization's needs. Whether it's a lunchtime yoga series at the office, chair massage for employees, or simply a one-time yoga class, Bloom Workplace Wellness programs promote well-being and stress relief, resulting in healthier and happier employees.

Bloom Workplace Wellness programs benefit companies as well as individual employees. Companies may save money and improve office culture simply by promoting an environment of health and wellbeing in the workplace. From reducing workers' compensation claims, to encouraging employee loyalty, and even lowering health insurance costs, Bloom Workplace Wellness programs provide both immediate and long-term benefits to companies and their employees.



Workplace Wellness

"Bloom Yoga Studio provided a tailor-made program that was a perfect fit for our audience. The faces of participants in the first yoga class said it all – this was a transformative moment. Very highly recommended!"

- Art Institute of Chicago

Program Offerings

Stress Less at Your Desk – Yoga and meditation customized for the desk worker, providing tools to ease repetitive strain and promote stress relief

Yoga on the Mat – A yoga class for all levels of experience designed to promote physical wellbeing while relieving stress

Chair massage – A quick and effective way to address common areas of discomfort resulting from long hours spent at a desk

Wellness Day – Yoga and chair massage for team-building events or retreats. A perfect taste of health and relaxation that will complement any group event.

Selected Client List

Art Institute of Chicago
 McDonald's Corporation
 City of Chicago
 Avon Walk for Breast Cancer
 Yelp.com
 Fleet Feet
 Lincoln Square Chamber of

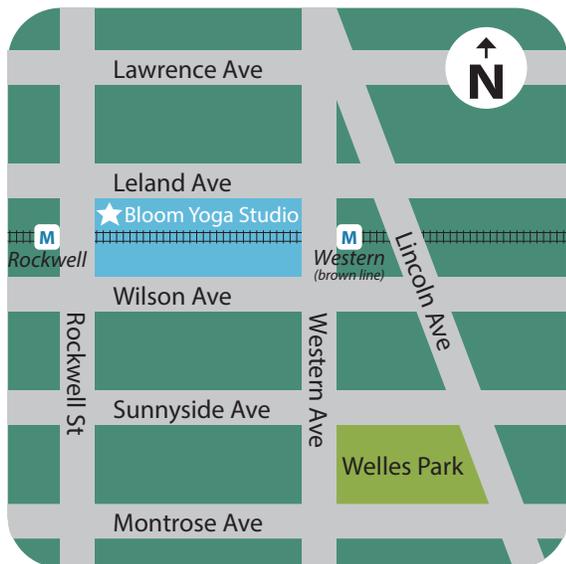
Commerce
 Ravenswood Run
 YMCA of Chicago
 Locke Lord Bissell & Liddell
 Savings.com
 Vetro Condo Building
 McAlpine Consulting

Kickin' Maternity
 Active Moms Club
 KidsWork Chicago
 The Latin School
 Waters Elementary School



Contact

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