



## **FOR IMMEDIATE RELEASE**

Shellie Iossa, Media Relations  
O-PA! Performance Academy  
Phone: 844-672-7373 (OPA-PERF)  
Email: Shellie@OPAAcademy.com  
Website: www.OPAAcademy.com

### **O-PA! TEAMS UP WITH LULULEMON AND IVIVVA TO PROMOTE FITNESS AND HEALTH WITH MOTHER/DAUGHTER FASHION SHOW**

Bernardsville, NJ – November 1, 2015

Mothers and daughters will celebrate functional fitness with a fashion show and holiday shopping event at the O-PA! Performance Academy on Friday, November 13 from 7-9 pm to raise awareness for childhood cancers. Outfitted by Lululemon Athletica and Ivivva, retailers of functional active wear for women and girls, the evening will include a sale of the apparel, with ten percent of the proceeds benefiting the Team Campbell Foundation. There will be a suggested donation of \$10 at the door.

This event is inspired by active girls and healthy moms. O-PA! is dedicated to providing new fitness approaches that focus on helping both adults and children feel good about themselves and are safe for the body. Models will include O-PA! clients, instructors and representatives from Team Campbell on the runway that night. “We are very excited to participate in this fun evening for mothers and daughters.” Robin Hoyt, founder of the Team Campbell Foundation, expressed, “The generosity of O-PA!, Lululemon and Ivivva greatly supports our efforts to raise awareness about childhood cancers. We are spreading the word that childhood cancer affects not only the child, but the families and communities it touches.”

The historic walls of the Old Library, that give a nod to the past along with modern renovations, are the setting for the fashion show with two elaborate runways for models and opaJUMP! instructors to entertain guests. opaJUMP! instructors, which include a former Radio City Rockette and a NJ Devils Cheerleader, will be on hand to help emcee and model at the event.

“Together, we have a shared corporate vision of promoting ways for mothers and children to feel good about themselves. We are fortunate to have formed a relationship with Lululemon and Ivivva since the launch of our opaJUMP classes in May,” says O-PA! owner, Olivia Banyon.

“Our collaborations have included free in-store dance and rebounding classes, which are popular among both moms and young girls. Now, we are excited to help give everyone a sneak peak at functional fashions for the holidays while supporting an important cause close to home.”

The Team Campbell Foundation was formed in late 2014 in memory of Campbell Hoyt, who courageously battled Anaplastic Ependymoma, a rare cancer of the brain and spine, for five years before passing away in 2014 at age 8. The mission of the foundation is to improve the lives of families facing a childhood cancer diagnosis through raise awareness, funding research and providing psychosocial enrichment opportunities.

The O-PA! Performance Academy first opened in November 2014 and provides novel training programs, including rebounding, fencing, power and speed, injury prevention, dance classes and parties within the spacious 6,200 square feet facility. O-PA! offers free Wi-Fi throughout the building and features a Café with hot coffee daily, frozen yogurt and an assortment of healthy fruit, drinks and snacks.

New clients who take a free class in advance of the event on November 13 will receive an additional entry into the door prize raffle drawing. For more information or to register for a class, visit [www.opaacademy.com](http://www.opaacademy.com), contact: [opa@opaacademy.com](mailto:opa@opaacademy.com) or call [844-672-7373](tel:844-672-7373) (OPA-PERF). For more information about the Team Campbell Foundation, please visit [www.teamcampbellfoundation.org](http://www.teamcampbellfoundation.org).

###