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colors:

green: #c6d2ce  
petrol: #275c60  
red: #f1736e

links:

presskit: [press.spiritbird.app](http://press.spiritbird.app)  
website: [www.spiritbird.app](http://www.spiritbird.app)  
instagram: [https://www.instagram.com/spiritbird\\_official/](https://www.instagram.com/spiritbird_official/)  
twitter: [https://twitter.com/spiritbird\\_app](https://twitter.com/spiritbird_app)  
linkedin: <https://www.linkedin.com/company/66638649/>  
youtube: <https://www.youtube.com/channel/UCs0fkZoeR91tWPxZwna2DIQ>

press text:

**short:**

a free app made with love to help you practice and slow down

**long:**

a free app made with love to help you practice and slow down

“more than one in three people experience a lot of worry (39 %) or stress (35 %). at least one in five sadness (24 %) or anger (22 %).” - gallup global emotions report 2019

spirit bird is contributing to turn the tide and enable greater contentment - now it's more important than ever before

one platform for beginners, intermediates, professionals to practice, teach and provide any kind of yoga, meditation, qigong, taiji, pilates and much more - no matter who you are, where you are or how much you own, spirit bird is for you

the vision is to create an app to make activities affordable for every budget and to establish activities on a donation basis. it is free and every function is open to everyone. spirit bird is a non-profit organization - after covering the costs, every cent is donated to a foundation. the spirit bird foundation encourages activities and projects for poor and handicapped people to create equal opportunities.

behind this beautiful project is nina & mats, two friends and yoga enthusiasts from bern, switzerland. both were working hard, striving for career until they realized that this was not for them. nina has been a yoga teacher for 5 years and mats a musician and yoga student.

they are now trying to determine the opportunity that spirit bird can offer the community and establish whether other people want to join them on their journey

we love the idea, check it out and join the swarm on [www.spiritbird.app](http://www.spiritbird.app)

Next steps:

**estimated first flight** of spirit bird: spring 2021

next milestone: end of september 2020

due to the feedbacks and the size of the swarm, we are going to decide about the realization of spirit bird. Should we reach a target size, we are going to pick up the needs of practicing people, teachers and studio owners and realize the app in agile procedure.

