



# MOONWAKE

Meet the founder of Moonwake,  
Katie Shanley

**Share what running a studio during the last twelve months has been like:**

It's been like your computer crashing the night before you have a huge essay due and you forgot to hit save on it 2 hours ago (before the days of google docs!). In some ways you're totally starting over but you're also getting a fresh look at things and you get to refine, adapt, and create. There's no denying it's been really difficult and heartbreaking to be a yoga studio owner over these last 12 months. But, I first came to yoga during a difficult heartbreak 12 years ago and it saved me and has gotten me through many more since then. Yoga is a way of life, it's a philosophical mindset; it is supportive and healing.

Over the last 12 months, we have completely changed every aspect of our business - down to our name (we were previously Buddhi Tribe). We're starting over at Moonwake and while there's still so much uncertainty in our industry and world, we do know that the world needs yoga now more than ever. We've done our best to make decisions that are both true to ourselves and our community during this unique time in history. We have adapted, evolved and grown and we are excited and honored to share the

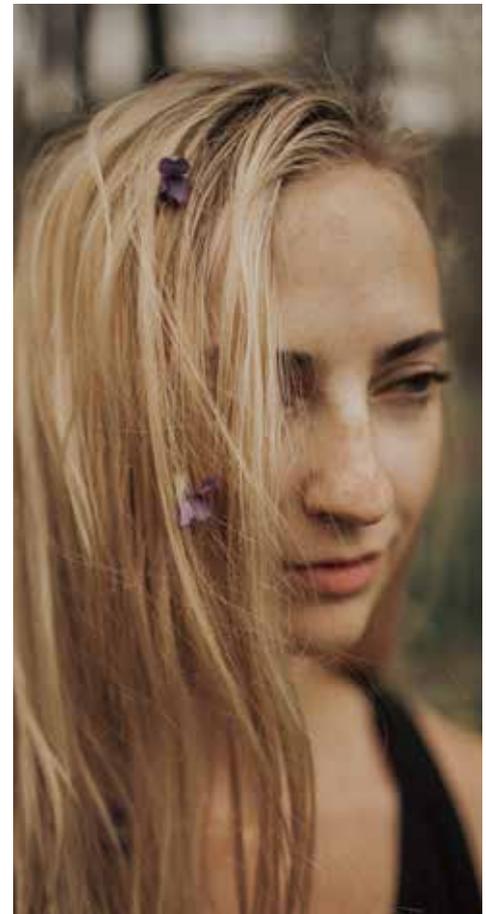
piece of our hearts that is Moonwake to our local community and beyond.

Moonwake is a fully vaccinated studio in Millerton, NY but it's also become a virtual yoga membership that includes livestream classes, online courses, and a video library with over 100 videos. In addition to yoga, we also offer education on Aromatherapy, Herbalism, Tarot, and Astrology.

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**What helps you stay inspired during challenges?**

I love affirmations! When I am struggling through a difficult challenge, I think honestly about the fears that are being surfaced and try to hone in on the words I most want to hear and then I say them to myself on repeat. It truly helps. It could be something like, "I am capable. I am kind. I always do my best." I usually then offer these affirmations to my students at the start of class. I figure if I need to hear it, someone else might too and it's so helpful to know we are not alone in our challenges. This practice of self-love helps to keep me inspired during challenging and painful times.



**What offerings coming up at Moonwake are you most excited about:**

We are SO excited to be reopening our retail shop, which will feature our aromatherapy product line, essential oils and other aromatherapy goods, wellness and spiritual books, yoga props, and vintage/thrift clothing! We're also super excited about our brand new online mini courses on Aromatherapy, Tarot, and Astrology. This fall we will be adding more courses, classes, workshops, and events to our in-studio and online spaces and we look forward to rebuilding with a continued focus on acknowledging and healing our shared traumas.