



# M/o AYUSH launches awareness drive to increase popularity of Yoga through life-size Mascots

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The Central Council for Research in Yoga & Naturopathy (**CCRYN**) under the **Ministry of AYUSH**, Government of India, has initiated a Yoga Awareness Drive through **Mascots and Flash Mobs (YogMob)** prior to **International Yoga Day** (21st June) to increase popularity of Yoga especially among the youth.

The mascots Provide an eye-catching way of helping boost the awareness of **International Day Of Yoga** . They are connecting with families by providing added entertainment and interactivity, especially at Malls , Public Places , Events & Recreational Tourist Areas .

Mascots appeal to individuals because they are memorable, a visual aid that encompasses everything about the Campaign Message from its ethos to its style . These mascots are leaving a great impact on audience in the blink of an eye, so the viewers does not have to think too much but can take in a lot of information at a glance.

The Human-size IDY Mascots are running the campaign & spreading the message of Yoga Day in Delhi NCR, Lucknow and Haryana starting 8th June 2107.

FlashMobs of Yoga Dance called YogMob are also being organised at certain crowded places like malls.











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