

**GOAT YOGA CRAZE**

# Oregon yoga business goes viral

Waitlist grew to 2,400 people

By **NATHAN BRUTTELL**  
*Corvallis Gazette-Times*

CORVALLIS — Jessie Ryan was ready to move out of her Warrior II pose when she felt a nudge on the back of her leg.

When she turned around, she couldn't help but laugh when she saw Quincy, a 1-year-old minigoat, staring back up at her.

It was the moment Ryan had traveled from Portland to Oregon's mid-valley to experience: the birthplace of a nation-sweeping craze known as goat yoga.

"How can you not connect with this face?" Ryan asked as Quincy bleated back to her. "You're in the middle of doing a pose, thinking about how terrible everything is, when a goat comes up and kisses you or steps on your fingers and all that stress goes away. It sounds like something a modern-day Lewis Carroll would write."

Ryan joined 15 other people for one of the first goat yoga classes of the new year at Corvallis' Hanson Country Inn.

But they aren't the only ones who have signed up for founder Lainey Morse's sessions — the waitlist for the class grew to 2,400 people over the winter.

Goat yoga combines a one-hour yoga session with the animal-therapy of social minigoats that wander around and interact with the class. When Albany's Morse first combined the words "goat" and "yoga" for a simple event last July, she inadvertently created a media whirlwind. Since then, her life has been anything but simple.

Goat yoga fever  
In the last eight months, stories have appeared in hundreds of media outlets around



Andy Cripe/The Corvallis Gazette-Times

While the rest of her classmates hold a yoga pose Jessie Ryan, of Portland, pauses to spend some time with Quincy the goat during Goat Yaga class in Corvallis.



Andy Cripe/The Corvallis Gazette-Times

Goats mingle during a Goat Yoga class.

the world, including the Washington Post, Time magazine, The New York Times, CNN, NPR, ESPN, National Geographic, Vogue, BBC and hundreds of blogs.

Last September, the Post's Karin Brulliard wrote, "Well, it's about time: Someone has finally launched a yoga class with goats" and noting that when Morse created the class "magic was made."

Two months later, under the headline "Bring a Yoga Mat

and an Open Mind. Goats Are Provided," New York Times reporter Kirk Johnson wrote, "As you smell that grass on a yoga mat, you realize that you have entered the goats' world, not the other way around."

There is now a "Goat Yoga" page on Wikipedia, too.

Even "Tonight Show" host Jimmy Fallon covered the story in a September opening monologue.

"Apparently, there's a farm in Oregon that offers a yoga

class that you can take with goats roaming around you," he said. "They even have a special position called the downward facing (soundbite of goat bleating)."

Morse, who lives at Albany's No Regrets Farm with her 11 Nigerian dwarf goats, had hosted several goat-centered events previously, including Goat Therapy (spending relaxing time with goats) and Goat Happy Hour (spending relaxing time with goats and wine). They were well-attended, locally popular and helped supplement her income. But Morse had no idea goat yoga would hit like it did.

"Nothing prepares you for that; it's just absolutely mind-blowing" Morse said while preparing for a class at the Hanson Country Inn. "You always hear about something going viral but you don't know what it means until you experience it. It's intense. It's like a roller coaster you can't get off. It's the most crazy thing you could ever do."

# Pingpong, exercise room provide fun at Oregon Lottery

Games help keep workers entertained

By **CLAIRE WITHYCOMBE**  
*Capital Bureau*

SALEM — The proof is in the pingpong: It really is fun and games at the Oregon Lottery.

With the advent of smoke-free workplace laws, the lottery's enclosed smoking area was not being used.

Until a state employee gamely stepped up.

"We had this space out there, so one of the employees donated a pingpong table and people play," said Chuck Baumann, a spokesman for the Lottery.

In the past, the employee engagement committee organized pingpong tournaments, but it's not clear how much the table is used now, Baumann said Friday.

The lottery's former deputy director, Roland Iparaguirre, used to play, according to an investigation into his conduct reported by The Oregonian this week.

Other diversions at the lottery office? A workout room that includes an elliptical machine, treadmill and set of weights, as well as video lottery games in demo mode. The Oregon Lottery chooses which games to buy among those offered by its three video lottery suppliers.

Baumann said employees use the amenities on their breaks.

The pingpong table and other methods for staving off cubicle-induced ennui seem to be a selling point for the agency, which has more than 400 workers, according to a recruitment video on its website.

In that video, the Oregon Lottery bills itself as a "billion-dollar a year entertainment company" that has all the trappings of a Silicon Valley startup: generous benefits, a spirited workplace and a social benefit component (lottery proceeds go to fish and wildlife conservation, education and veterans' services, among other things).

"Incidentally, because we are an entertainment company, sometimes we like to have a little bit of fun," says the man in the promotional video.

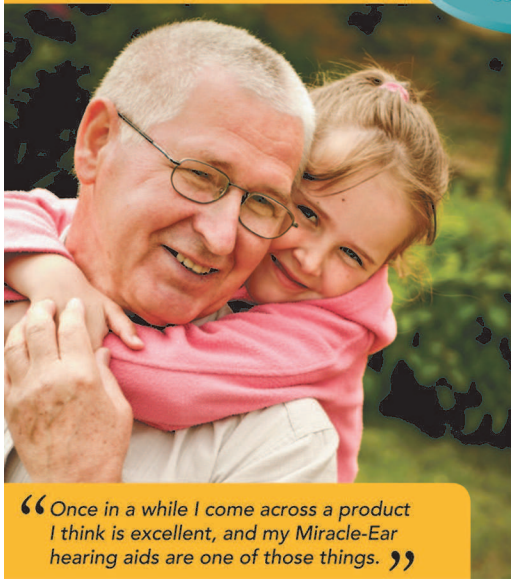
While the Oregon Lottery may not be the only state agency to have workplace diversions, it seems there's no statewide inventory for such things.

Items like pingpong tables are typically acquired informally through donations. And they don't require changes to existing state buildings, like moving walls, according to state Department of Administrative Services spokesman Matt Shelby.

The Capital Bureau is a collaboration between EO Media Group and Pamplin Media Group.

**WANTED**  
Alder and Maple Saw Logs & Standing Timber  
Northwest Hardwoods • Longview, WA  
Contact: John Anderson • 360-269-2500

## Our Quality Is Timeless. This Price Isn't!



"Once in a while I come across a product I think is excellent, and my Miracle-Ear hearing aids are one of those things."



### Miracle-Ear Quality For \$895. Why Wait?

Hearing is believing! Right now, for a very limited time, you can get a fully digital, genuine Miracle-Ear® hearing aid for less than \$900. This is one of our smallest, most discreet hearing solutions. Complete with Miracle-Ear sound quality, custom fitting and a comprehensive service and warranty program. Don't wait, this special offer ends Apr 14<sup>th</sup>, 2017.

### Experience the Brand America Trusts.

At Miracle-Ear, we've been helping people hear better\*\* for over 65 years. So when you visit any one of our 1200 locations across America, you're sure to receive the friendly, professional service and the personalized hearing solutions we're famous for.

### Getting Started. It's Free and Easy.

At Miracle-Ear, we make our process comfortable and convenient. We also offer you a variety of valuable services—at no charge.

**Miracle-Ear Center**  
Youngs Bay Plaza  
173 S. Hwy 101  
Warrenton, OR 97146  
(503) 836-7921  
miracle-ear-warrenton.com

**Miracle-Ear Center**  
2505 Main Ave N, Suite C  
Tillamook, OR 97141  
(503) 836-7926  
miracle-ear-tillamook.com

OUR LOWEST PRICE ON  
**OPEN FIT**  
TECHNOLOGY  
TRY THE ME2175 OPEN  
It's incredibly discreet.  
Save up to 30% off our full line of open fit technology.



- Perfect for active lifestyles
- Noisy restaurants
  - Plays, movies, recitals
  - Conversation in the car
  - Cards & board games
  - Recreation around water
  - Talking while exercising
  - And that's just the start!

PLUS RECEIVE THIS HEARING AID CHARGER FREE WITH PURCHASE

- Stays charged all day long
- No more hearing aid batteries.

Offered on ME-1 Solution Pkg



Don't wait! Offer ends Apr 14<sup>th</sup>, 2017

**100% INVISIBLE**

Save on one of our smallest custom digital hearing aids!  
**Now Only \$895!**  
HURRY! Offer ends Apr 14<sup>th</sup>, 2017  
Valid on model Audiotone® Pro CIC

Another Great Way to Save  
Make Your Appointment Today!

**BUY 1 GET 1 50% Off**  
Save on our full line of digital hearing solutions. Don't miss out on this amazing offer.  
Hurry offer ends Apr 14<sup>th</sup>, 2017



Services include:  
**FREE Ear Canal Inspections†**  
A miniature camera "tours" your ear canal. You may not have a hearing loss, it may be nothing more than earwax.



**FREE Hearing Test†**  
A complete hearing test that reveals where you need hearing help. Recommended annually.

Schedule Your Appointment for a free In-Store Demonstration of our NEWEST Miracle-Ear® Hearing Aids - Hear the difference for Yourself!

\*Audiotone® Pro not included \*\*Hearing aids do not restore natural hearing. Individual experiences vary depending on severity of hearing loss, accuracy of evaluation, proper fit and ability to adapt to amplification.†Our hearing test and video otoscopic inspection are always free. Hearing test is an audiometric test to determine proper amplification needs only. These are not medical exams or diagnoses nor are they intended to replace a physician's care. If you suspect a medical problem, please seek treatment from your doctor.

**SPECIAL FINANCING AVAILABLE • SEE STORE FOR DETAILS**