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For Immediate Release

**AURORAE FOUNDER TO BE HONORED AT KULA FOR KARMA GALA
Mahwah Resident & Cancer Survivor Praised for Community Efforts**

Mahwah, New Jersey (October 20, 2015) – Dennis Ingui, founder and CEO of Auroraae, a popular active lifestyle e-retailer, and Mahwah-based family company, will be honored at the 2015 Kula for Karma Gala on Monday, November 2nd at the Hilton Pearl River in Pearl River, NY.

As he was recovering from prostate cancer during the aftermath of 9/11, successful businessman Ingui discovered yoga to help strengthen his body and develop inner peace of mind. From there, he launched yoga product company Auroraae in 2009 and was quickly selling best reviewed yoga mats and accessories online, and has since grown into an active lifestyle e-retailer. Since 2010, Auroraae has consistently supporter Kula for Karma, a New Jersey non-profit organization that offers yoga and meditation programs at no cost to populations in need who face physical and mental health challenges.

When asked about why he started Auroraae and what motivates him to succeed, he says, “It’s all about people.” And, for this dedication to supporting Kula for Karma and the communities they support, Kula is is honoring him at their annual Gala fundraiser.

Auroraae is an online active lifestyle retailer founded in October 2009 by yoga student and cancer survivor, Dennis Ingui. Auroraae is headquartered in Mahwah, New Jersey, and is an Amazon Top Seller. Kula for Karma is a NJ based non-profit serving challenged communities in the tri-state area by offering free yoga and wellness classes and workshops.

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For more information about Auroraae or for an interview with Ingui, please contact Eileen Boh at (504) 508-0796 or eileen@auroraeyoga.com.