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MYACHI MASTERS COMING TO SUFFOLK DOWNS ON JULY 4TH

EAST BOSTON, MA – The Myachi Masters will make their first of three appearances at Suffolk Downs this summer on Friday, July 4, from 12-4 p.m. Myachi Man and Myachi Kid will demonstrate their skills and interact with children of all ages.

Myachi is an exciting activity inspired by martial arts technique that is quickly growing in popularity. Myachi, the Original Hand Sack, was created by Steve Ochs, the original Myachi Master, in 1998. The Myachi is a simple 3.5 x 1 inch flat beanbag made to be tossed around using any part of the body other than the palm of the hand.

Born and raised in New York, Ochs, a former stockbroker, sewed his first Myachi sack using a borrowed sewing machine and an old pair of blue jeans. This creation was an instant success in getting kids off their couches. The Myachi “moves and grooves,” based on ancient martial arts technique, help kids hone their skills and take their hand-eye coordination to new heights. There are moves of all levels, including the “Sling Shot,” the “Trampoline” and the “360°,” and kids as young as six can try them out.

Today, Myachi has become the buzz among kids of all ages. It is the number one selling item at FAO Schwarz and there are five “Myachi Masters” that spend their days traveling to schools, private parties and summer camps.

“I can’t even keep track of where I’m going, between the weekly parties, the bar mitzvahs, the school assemblies,” said Ochs. “This summer we have a full blown tour of all the major summer camps in the area . . . Kids are driving [our growth] . . . who better to spread the word about your product than your consumers, and our consumers are unbelievably amazing little kids. They’ve taken ownership of the Myachi movement.”

Each of the three Myachi appearances at Suffolk Downs will feature two Myachi Masters. Subsequent appearances will be on Sunday, August 10 and Labor Day, September 1. On July 4, the first 25 kids will receive a free Myachi t-shirt with the purchase of a Myachi hand sack.

“We are very excited to be bringing such a unique form of family entertainment to Suffolk Downs,” said Christian Teja, Vice President of Marketing at Suffolk Downs, “It’s something that both kids and adults can enjoy along with a beautiful background of live thoroughbred racing.”

Visit www.myachi.com to learn more about the masters and their moves and grooves.

About Suffolk Downs:

Founded in 1935, Suffolk Downs is New England’s preeminent thoroughbred racing venue. Home of the Massachusetts Handicap, it has hosted Hall of Fame horses Seabiscuit, Whirlaway and Cigar, among others, and has been the site of performances by world-renowned entertainers, including the Beatles, Aerosmith and Elvis Costello. The winner of the 2008 MassCap on September 20 will automatically

qualify for the Breeders' Cup Classic held October 25. For additional information about Suffolk Downs, call (617) 567-3900 or visit www.suffolkdowns.com.