

Local fitness expert aims to turn yoga "tree poses" into actual trees.



Annette Cain strikes a tree pose.

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The meditative tree pose, known as Vrksana in yoga, is the standing balance exercise Monterey local and fitness expert Annette Cain is trying to make viral through social media. She coined a campaign she's calling "plant a tree pose," and she's branching out to spread the message through Twitter, Instagram, and Facebook.

Her goal is to raise money and plant seeds of knowledge to slow the rates of deforestation and climate change. In her words: "More trees, please!"

Cain's mission is to have donors snap pictures of themselves in a standing tree pose in order to represent care for their bodies and for the earth. She asks everyone who posts a balancing act to donate a dollar to one of three tree-planting nonprofits: Trees for the Future, Project Greenhands or the Earth Day Network's Canopy Project.

Cain has recruited photomosaic artist Robert Silvers to join her efforts. On Earth Day (April 22), Silvers will reveal a special art exhibit incorporating all the tree pose photos taken. Silvers' work has been featured worldwide in major publications and ad campaigns such as: Coca-Cola, National Geographic, IBM, and many more.

She's still a long way from her goal of 1 million posted tree poses, representing 1 million trees planted. Her Facebook page for the campaign has 170 likes, but it only has five Instagram followers and one uploaded tree pose photo (Cain's) so far. Her campaign website includes bright green quotes and a tutorial of variations and proper forms to hold a tree pose.

Like a tree, Cain's "plant a tree post" movement may require a few more years of growth to reach her sky-high target of 1 million participants. But in our selfie-driven world, a tree pose picture uploaded to save a tree sounds like it could grow into something big—like a Sequoia.