





PRESS RELEASE - FOR IMMEDIATE RELEASE September 6, 2011

"CREATING A MINDFUL SOCIETY" EVENT MARKS MAJOR MILESTONE IN EMERGING MOVEMENT

U.S. Congressman Tim Ryan Joins Leaders for a Landmark Gathering on the Integration of Mindfulness Practice into American Life

RHINEBECK, NY – *ABC News* reports that 20 million Americans now practice various forms of meditation. One of the most popular and beneficial is mindfulness practice, which uses simple, universal techniques to cultivate natural qualities of the heart, mind, and body. Americans from all walks of life are discovering the proven benefits of mindfulness for their health, happiness, relationships, and career, including, <u>ABC reports</u>, "...Marines, corporate executives from General Mills to Target to Google, students in classrooms all over America, and now, according to a new study, roughly three million patients on the recommendation of their doctors."

Today, three leading organizations in the mindfulness field—the <u>Center for Mindfulness</u> in Medicine, Health Care, and Society, <u>Mindful.org</u>, and <u>Omega Institute</u>—announced a landmark gathering of the growing mindfulness community entitled "<u>Creating a Mindful Society</u>." It will be held September 30–October 1, 2011 at the New York Society for Ethical Culture in New York City.

United States Congressman Tim Ryan joins experts Jon Kabat-Zinn, Janice Marturano, Richard J. Davidson, and other leaders in the field for a groundbreaking conference to explore the many proven ways that mindfulness practice can benefit individual lives and society, from health, work, and family to education, leadership, environment, and policy. The program will consist of keynote talks, dialogue, mindfulness practice, field reports, and breakout sessions, and is open to anyone interested in learning more about the transformative power of mindfulness.

"The evidence that mindfulness can help our teachers, students, doctors, nurses, and soldiers be better at what they do—and at low cost—is too strong to ignore. It can help Americans lower the stress that causes so many health problems. We promote physical fitness. Why not promote mental fitness?" said Congressman Tim Ryan (OH-17).

"I have, from the moment of inception, envisioned this conference as a kind of People's Congress on Mindfulness—a way of receiving from, bringing to, exploring, and expressing in multiple formats the essential substance of mindfulness for all people across the entire society," said Saki F. Santorelli, executive director for the Center for Mindfulness at the University of Massachusetts Medical School.

"Anyone can practice mindfulness. It is easy to learn and it always helps. Because mindfulness practices cultivate universal qualities of the heart, mind, and body, anyone, of any belief system or none at all, can experience their scientifically proven benefits. This is what could be called the Mindfulness Revolution," said Barry Boyce, editor-inchief of Mindful.org, and editor of the book *The Mindfulness Revolution*.

"Here at Omega we've known for many years what others are discovering every day: mindfulness is a simple yet profound practice that changes peoples' lives," said Carla Goldstein, chief external affairs officer and director of the Women's Institute at Omega. "As more people learn to practice mindfulness, we grow the possibility of creating a healthier, more compassionate society."

For detailed information or to register, please visit eOmega.org/mindfulnessNYC.

A limited number of media passes are available. Photography restrictions may apply. To apply for a media pass, visit eOmega.org/press.

About Center for Mindfulness

The Center for Mindfulness in Medicine, Health Care, and Society at the University of Massachusetts Medical School is a visionary force and global leader in mind-body medicine. Inspiring generations of scientists, clinicians, and educators for 32 years, the Center has taken a leadership role in pioneering the integration of mindfulness meditation and other mindfulness-based practices into mainstream medicine through clinical care, rigorous research, academic, medical, and professional education, and into the larger society through leading edge "crossover" initiatives and outreach to schools and corporations, public institutions, and governmental agencies. umassmed.edu/cfm

About Mindful.org

Mindful: Living With Awareness and Compassion (www.mindful.org) is a media initiative supporting the practice and development of mindfulness, awareness, and compassion in all aspects of modern life. Mindful.org offers the best feature stories, news, commentary, and video in the mindfulness field, as well as clear, helpful instruction from the most respected teachers on mindfulness practice, spatial awareness practice, and body disciplines. Mindful.org represents a diverse group of people and organizations that make up the mindfulness community, and provides a place where everyone can share their ideas. mindful.org

About Omega Institute for Holistic Studies

Founded in 1977, Omega Institute for Holistic Studies is the nation's most trusted source for wellness and personal growth. As a nonprofit organization, Omega offers diverse and innovative educational experiences that inspire an integrated approach to personal and social change. Located on 195 acres in the beautiful Hudson Valley, Omega welcomes more than 23,000 people to its workshops, conferences, and retreats in Rhinebeck, New York, and at exceptional locations around the world. eOmega.org