

FOR IMMEDIATE RELEASE
May 24, 2013

Contact: Chrissa Pullicino
Office: 845.266.4444, ext. 404

OMEGA HELPS BRING MINDFUL YOGA TO UNDERSERVED POPULATIONS

*Sharon Salzberg, Beryl Bender Birch & Bessel van der Kolk, MD Among
Experts Gathering for the Second Annual Yoga Service Conference*

RHINEBECK, NY –Omega Institute and the Yoga Service Council are pleased to present the second annual Yoga Service Conference, taking place on Omega’s Rhinebeck, New York campus, June 7–9, 2013. The [Yoga Service Council](#) was formed at Omega in 2009 by a group of organizations who collectively bring yoga to tens of thousands of people in underserved communities. As membership in the council has grown, so has their desire to inspire more people to serve and empower their communities through yoga and mindfulness, prompting the annual gathering.

“We’re honored to offer this unique and intimate opportunity to build skills, forge relationships, and draw inspiration from [leading teachers](#) who work with people in underserved communities every day, including trauma survivors, incarcerated adults and teens, at-risk children, cancer survivors, the elderly, and domestic violence survivors,” said Carla Goldstein, chief external affairs officer at Omega.

The conference begins on Friday, June 7 at 8:00 p.m., with an opening keynote by renowned yoga teacher Beryl Bender Birch. Throughout the weekend, conference participants will explore the benefits and challenges of introducing yoga and mindfulness practices to underserved populations. In addition to hearing keynotes with esteemed presenters, participants will choose from a variety of workshops on topics such as: teaching techniques for specific populations, putting together a research plan, organizational management, and getting yoga service projects started and funded. The weekend will also include a panel discussion, Diversity & Cultural Awareness, moderated by Bidyut “B.K.” Bose, to discuss issues of diversity within the yoga service community and the relevance of cultural awareness and sensitivity.

“The ideas and connections generated from the 2012 conference sparked some inspiring collaborations, and this year's conference offers tremendous opportunities for community building along with information gathering,” said Jennifer Cohen Harper, a founding member of the Yoga Service Council.

Social workers, school teachers, health-care providers, yoga teachers, and all others interested in exploring the possibility of bringing yoga and mindfulness to underserved populations are invited to attend.

For detailed information, including [teacher bios](#) and the complete [event schedule](#), or to register, please visit eOmega.org/ysc or call 800.944.1001.

OMEGA

PRESS RELEASE

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

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 200 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

###