

FOR IMMEDIATE RELEASE  
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## **OMEGA'S 2012 BEING YOGA CONFERENCE RETREAT EMPHASIZES HOW TO 'LIVE YOGA'**

### ***More than 20 of the Nation's Top Yoga Teachers to Lead Weekend Yoga Immersion in the Heart of New York's Hudson River Valley***

RHINEBECK, NY—Today, Omega Institute, one of the nation's most trusted sources for yoga education, announced its annual [Being Yoga Conference Retreat](#) will be held on its Rhinebeck, New York campus, from August 17–19, 2012. The event offers more than 50 sessions for both beginner and seasoned practitioners. Sessions cover a wide range of topics and styles, and are taught by some of the nation's top teachers.

“As a nonprofit organization, Omega strives to model the philosophy of ‘being yoga.’ Through expert teaching, community activities, self-reflection, and Omega’s inspiring and sustainable learning environment, we help people directly experience the breadth of yoga, which goes beyond physical exercise to become a way of being – a lifestyle of awareness, peace, and service,” said Carla Goldstein, chief external affairs officer at Omega.

The event begins on Friday, August 17th at 7:30 p.m., with a unique program called Yoga Stories, which offers a glimpse into the diversity of experiences on the yogic path. Musician, Masood Ali Khan, will open the evening in song. Renowned teachers, Sharon Gannon, Beryl Bender Birch, Carrie Owerko, Rev. Jaganath Carrera, Darren Rhodes, and Elena Brower will share inspiring stories from their ongoing study and personal yoga practice.

Throughout the weekend, participants of Being Yoga can personalize their experience by designing their own schedule. Omega has also created special tracks for beginner and seasoned practitioners, and for specific areas of focus, including asana, discussion and philosophy, meditation, and other practices that support health and well-being. In addition to classes, participants can spend time in quiet contemplation, make new friends during meals and community gatherings, take advantage of services at the Omega Wellness Center, and explore the outdoors on Omega’s 195-acre campus.

A special Saturday evening performance by New Orleans musicians Sean Johnson & The Wild Lotus Band will merge rock, world grooves, and kirtan (traditional Indian music that incorporates mantra chanting). Dancer, fitness educator, and yoga practitioner, Hemalayaa will help guide the audience in singing, dancing and celebrating.

The event concludes on Sunday, August 19<sup>th</sup> at noon, after a final gathering entitled, How Practice Calls Us to Light, which will be led by national meditation teacher Sharon Salzberg and

yoga teacher Desirée Rumbaugh, that explores the power of practice to open us to joy, even in the midst of life's challenges.

After the conference, Omega will convene the third annual Yoga Lineage Gathering, where teachers are invited to stay for a thought leadership session to discuss the evolving field of yoga and find areas for opportunity and collaboration.

For detailed information, including teacher biographies and the event schedule, or to register, please visit [eOmega.org/beingyoga](http://eOmega.org/beingyoga) or call 800.944.1001.

A limited number of media passes are available. Photography restrictions may apply. To apply for a media pass, email: [chrissap@eomega.org](mailto:chrissap@eomega.org).

To connect via social media, follow us on Twitter at @omega\_institute and @being\_yoga. Use #yoga when referencing the event. To connect with others attending, visit us on [Facebook](#).

#### **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](http://eOmega.org)*

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