



FOR IMMEDIATE RELEASE
August 7, 2008

Contact: Chrissa Pullicino
Office: 845.266.4444, ext. 233

OMEGA PARTNERS WITH THE UNITED BREAST CANCER FOUNDATION

Application for Unique Wellness Scholarships Available Now

RHINEBECK, NY – Omega Institute and the United Breast Cancer Foundation (UBCF) today announced that they will offer 20 scholarships to breast cancer patients and survivors. While numerous studies have shown that early detection coupled with a healthy lifestyle can increase survival and decrease the recurrence of breast cancer, more emphasis is placed on physical treatment than on complete wellness. Omega and the UBCF recognize that caring for an individual's emotional and spiritual well-being is also an important part of the healing process.

"Here at Omega we are committed to a holistic approach to healing and are honored to be partnering with the UBCF to provide those managing breast cancer with an opportunity to deepen their healing," said Carla Goldstein, director of external affairs at Omega Institute. "While many conventional and unconventional treatment options exist, healing must go beyond the standard medical model to embrace the mental, emotional, and spiritual dimensions of healing," concluded Goldstein.

The scholarships will include access to weekend programs at Omega's Rhinebeck, New York campus focused on holistic health and healing. Omega offers more than 325 workshops, conferences, and professional trainings per year, including some which are specific to moving beyond cancer.

"The UBCF awarded a \$30,000 grant to enable Omega to provide scholarships to breast cancer patients, survivors and intimate family members for wellness retreats. UBCF can now bring a heightened level of awareness to the public regarding the need to consider a holistic approach to health and wellness. It is important to treat a person as a 'whole being' as opposed to simply treating the physical location of the illness," said Stephanie Mastroianni, founder of the United Breast Cancer Foundation.

To apply for this unique scholarship please visit eomega.org/omega/scholarships, or contact UBCF at 877.UBC.4CURE.

About the United Breast Cancer Foundation

Founded in 2000, the United Breast Cancer Foundation (UBCF) is a national nonprofit organization dedicated to serving patients and families who are managing breast cancer. UBCF financially supports a variety of programs dedicated to breast cancer screening and prevention, treatment and patient health and well-being. UBCF educates the public on a variety of breast cancer issues: coping with breast cancer, family support, environmental awareness, dietary options, alternative therapies, research, and prevention. www.ubcf.info

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

#