

OMEGA

PRESS RELEASE

FOR IMMEDIATE RELEASE
September 26, 2008

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Omega Institute to Host “Being Yoga” Conference in New York City with Keynote Speaker Russell Simmons

Issues Call for Public Service Pledge from Conference Attendees

RHINEBECK, NY – Omega Institute today announced it will hold a 4-day yoga conference from October 10-13 at the Sheraton New York Hotel and Towers in Manhattan. The “Being Yoga” conference, which brings together more than 35 top national yoga instructors and 500+ guests, will explore the ways in which yoga practice can go beyond exercise to become a way of being – a lifestyle of awareness, peace and public service. Entrepreneur turned Goodwill Ambassador, Russell Simmons, will share his story of how ‘being yoga’ has influenced his life, business and personal goals of ending poverty and ignorance.

“As a nonprofit organization, service is at the core of Omega’s mission,” said Carla Goldstien, director of external affairs at Omega Institute. “Through yoga people embrace a way of living that not only leads to peace for the individual, but can also inspire the individual to become a proactive agent of social change.”

Although yoga has gained tremendous popularity in the West as a form of physical fitness, the philosophy of yoga goes beyond exercise, incorporating principles such as kindness and selfless service—known as “seva” in Sanskrit, the classical language of the ancient yoga texts.

Omega has teamed with Karma Krew, another service oriented nonprofit, to provide guests of the conference with an opportunity to take a “seva” pledge – to make a commitment to public service when they return home after the conference. To help uphold the pledges, Omega will mail participants a seva pledge card in the mail six months after the conference as a reminder of their commitment and desire to serve others.

In addition to helping Omega facilitate the seva pledge program, Karma Krew will match every seva pledge Omega receives, by donating an equivalent number of free yoga classes to abused children living in shelters. Karma Krew will also offer on-site activities for conference participants wishing to make an immediate difference, such as offsetting the carbon footprint created by traveling to and from the event and donating toiletries to a New York City shelter.

For more information, including a complete list of the Being Yoga teachers, please visit eOmega.org/beingyoga. Tickets to the Being Yoga conference can be obtained on-site at the Sheraton NY Hotel & Towers. To apply for a media pass, please contact Chrissa Pullicino. Some restrictions regarding press access and flash photography may apply.

About Karma Krew

Karma Krew is a non-profit, charitable organization whose mission is to translate the insight revealed on the yoga mat and into inspired action in the world. Karma Krew has developed a nationwide network of socially conscious yoga teachers and studios working together to expand the practice beyond the walls of the studios and into the hearts of our communities through a combination of grassroots service campaigns and yoga-based empowerment programs for underserved populations. To learn how you can start a krew, join a krew, or become a member, please visit www.KarmaKrew.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

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