

# Calling All Yogis: Celebrate the Summer Solstice in Times Square All Day With Athleta "Mind Over Madness" Yoga

*13th Annual Yoga Festival Will Bring Tranquility to New York's Bustling Town Square on the UN Declared International Day of Yoga*



New York, NY (May 19, 2015) — The [Times Square Alliance](#) announced today that Solstice in Times Square, now in its 13th year, will take place Sunday, June 21. The Times Square Alliance and presenting sponsor Athleta, a premier fitness and lifestyle apparel brand exclusively for women who live life on the go, will offer free “Mind Over Madness” yoga classes to celebrate the longest day of the year, June 21, beginning with the first class at 9:00 am. The free yoga classes will continue throughout the day until 7:00 pm – just before sunset.

“On the average day, Times Square is a vibrant mixture of sights, sounds and the boundless energy that typifies New York City,” said **Tim Tompkins, President of the Times Square Alliance**. “Solstice in Times Square is one day that we attempt to challenge that environment and achieve collective tranquility at the Crossroads of the World and this year reach an even larger global audience as we celebrate International Day of Yoga with the UN and the Government of India.”

“On International Day of Yoga and Summer Solstice I invite everyone to wake up, look up, reach up, climb up like the sun to your highest good,” said **Douglass Stewart, co-founder** of Solstice in Times Square.

“At Athleta, we believe in the power of fitness to bring people together and challenge them to reach their limitless potential,” said **Elisabeth Charles, SVP of Marketing, Athleta**. “We’re

excited to be part of the amazing community of yogis Solstice connects together to celebrate the longest day of the year."

Yogis of all skill levels will have the chance to participate in five free yoga classes throughout the day on June 21 and visit a yoga village with booths, giveaways, and activities. Situated at the intersection of Broadway and 7th Avenue between 42nd & 47th Streets, the classes will include:

- 9:00am - 10:00am - Instructed by: Lauren Imparato
- 11:15am-12:30pm - Instructed by: Douglass Stewart
- 2:00pm-3:30pm – Bikram; Instructed by: Rajashree Choudhury, Donna Rubin and Jennifer Lobo
- 4:30pm-5:30pm - Instructed by: Mary Dana Abbott
- 6:30pm-7:30pm - Instructed by: Rodney Yee and Colleen Saidman Yee

Detailed instructor bios can be found at [www.TimesSquareNYC.org/Solstice](http://www.TimesSquareNYC.org/Solstice). On June 21, all pre-registered participants will receive a free yoga mat courtesy of Athleta.

This year, the United Nations General Assembly has declared that June 21 is the International Day of Yoga, and is planning a global celebration, with New York City and Times Square playing central roles, in part because of the Alliance's 13-year tradition of having a Solstice yoga event here at the Crossroads of the World. Times Square is the leading official public site in New York City for the International Day of Yoga, and dignitaries from the UN and the Government of India are scheduled to attend this event.

Three yoga-related charities will benefit from the generosity of Solstice participants. During the free registration process, participants can make charitable contributions to Bent on Learning, Urban Zen, and Exhale to Inhale.

Event attendees will also have access to one-on-one yoga instruction and receive other fun giveaways taking place in the yoga village on site. Visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org) for more details.

### **Event Extensions**

The Times Square Alliance and MINDBODY Connect will stream the event live at [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org) so that yogis across the country and the world can join all classes. For those in Times Square, the event will also be broadcast on the Toshiba Vision Screens atop One Times Square.

For yogis who can't make it to Times Square to celebrate the Solstice on June 21, Athleta will be hosting outdoor yoga events in LA, Denver, San Francisco, Chicago, Boston, Philadelphia, Miami and Washington D.C. Athleta will be giving away 100 free yoga mats to attendees at each event along with other freebies and prizes. There will also be free in-store yoga classes offered at over 100 Athleta stores nationwide. For details visit [www.athleta.com](http://www.athleta.com).

For the first time, the event will host on-site bathrooms, provided by the Cottonelle brand, and allow participants a chance to experience Cottonelle CleanRipple texture firsthand.

Participants and those unable to attend the event are also encouraged to upload yoga photos and tag them #SolsticeTSq across various social media platforms, and follow the event's live coverage and join conversations on Facebook.com/TimesSquareNYC, @TimesSquareNYC on Twitter and @TimesSquareNYC on Instagram.

To celebrate Solstice in Times Square, many Times Square area hotels are [offering discounted rates](#) and other specials to participants traveling to NYC for the event. Visit [www.TimesSquareNYC.org/Solstice](http://www.TimesSquareNYC.org/Solstice) for details.

The Alliance has once again partnered with Yoga Journal ([www.YogaJournal.com](http://www.YogaJournal.com)) to reach yoga enthusiasts on and off the mat. Additional sponsors include MINDBODY Connect, Cottonelle, Core Power, Lightlife Foods, and Toshiba.

### **About Times Square Alliance**

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org)

### **About Athleta**

Athleta has been the premier fitness apparel brand exclusively for women since 1998. With female athletes as its designers, Athleta creates versatile and fashionable performance and lifestyle apparel for the fitness-minded woman who lives life on the go. Offering products that move with her throughout the day, Athleta strives to help her look as amazing as she feels. Athleta offers apparel and gear for a range of activities from yoga and spin to strength training and run as well as seasonal sports, including ski and tennis. Athleta apparel is sold in retail stores across the country and online at [www.athleta.com](http://www.athleta.com).

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