

Times Square To Celebrate UN's International Day Of Yoga

Release Date: Jun 16, 2015

NEW 7:00 A.M. CLASS ADDED TO ACCOMMODATE DEMAND

Live, Free Webcast for Participants Who Cannot Attend in Person

New York, NY (June 16, 2015) – The Times Square Alliance today announced plans for their partnership with the United Nations to host the 13th Annual Solstice in Times Square and the first ever International Day of Yoga. As part of the festivities, UN dignitaries and guests including the President of the 69th UN General Assembly, the Indian Foreign Minister, and Sri Sri Ravishankar, Founder, Art of Living Foundation will take part in a portion of the celebration in Times Square. A ceremony held simultaneously on the U.N. Plaza will be simulcast live on Times Square's billboards, during which time every participant will take part in a global pose creating a unifying moment at The Crossroads of the World. Portions of the Solstice in Times Square webcast will also be simulcast on the U.N. Plaza.

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 at 7:00 a.m. People across the globe will also have the opportunity to partake in the yoga classes via a live, free webcast of the event, during which thousands of yogis will come together for a collective ohm. The webcast, provided by MINDBODY Connect™, will begin at 9:00 a.m. on the Times Square Alliance website, www.TimesSquareNYC.org, and on the Toshiba Vision Screens atop One Times Square.

Free outdoor yoga classes:

- 7:00a.m. - 8:00a.m. – Instructed by Crystal McCreary (**this class has just been added**)
- 9:00a.m. - 10:00a.m. – Instructed by: Lauren Imperato (sponsored by Altheta)
- 11:15a.m. - 12:30p.m. – Instructed by: Douglass Stewart (sponsored by MINDBODY Connect)
- 2:00p.m. - 3:30p.m. – Bikram; Instructed by: Rajashree Choudhury, Donna Rubin and Jennifer Lobo
- 4:30p.m. - 5:30p.m. – Instructed by: Mary Dana Abbott
- 6:30p.m. - 7:30p.m. – Instructed by: Rodney Yee and Colleen Saidman Yee

"Solstice in Times Square originated thirteen years ago when I was joined by two other yogis to do sunrise yoga on the longest day of the year, and it is phenomenal to now see this event grow to become an internationally recognized worldwide celebration," said **Tim Tompkins, President of the Times Square Alliance**. "We look forward to leading the global pose in Times Square and for participants around the world to join in via our webcast."

“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."

Event organizers, with the help of sponsor [MINDBODY Connect](#), are providing viewers with an embeddable webcast of yoga classes in Times Square which is also available for digital media outlets, bloggers, webmasters and Facebook users to embed as a source of fun and entertaining content on their own sites customized for their communities.

The 2015 Solstice in Times Square Live Webcast will begin on June 21 at 9:00 a.m. and end at 7:30 p.m. For more information and to view the webcast, visit www.TimesSquareNYC.org. Webcast information, including sizes and embedding codes, is available at www.TimesSquareNYC.org/Solstice.

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.

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 Extensions

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.

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

Event organizers are also encouraging the global, yoga-passionate community to join in by instagramming and tweeting a favorite yoga pose in fun, surprising locations to prove that yoga

can be done anywhere, anytime, with anyone. Use #SolsticeTSq in a tweet or caption to join the conversation.

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 for details.

The Alliance has once again partnered with Yoga Journal (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

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.

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