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FOR IMMEDIATE RELEASE

**THOUSANDS OF YOGIS WILL CELEBRATE THE SUN DURING
SOLSTICE IN TIMES SQUARE: MIND OVER MADNESS YOGA, PRESENTED BY AERIE**

Registration Opens Today For Free All-day Outdoor Yoga Event

New York, NY (May 31, 2019) – The [Times Square Alliance](http://www.TimesSquareNYC.org) today announced the return of Solstice in Times Square: Mind Over Madness Yoga, presented by Aerie – a day of free yoga classes to celebrate the longest day of the year and beginning of the summer season on Friday, June 21st. Starting today, people can register at www.TSq.org/Solstice for classes beginning at 7:30 a.m. and continuing until just after sunset.

“Times Square welcomes all yogis to find inner peace at the Crossroads of the World on the longest day of the year,” said Tim Tompkins, President of the Times Square Alliance and co-founder of the event. “Anyone can find peace and tranquility on the top of a mountain or staring out at the ocean, but on the Summer Solstice we celebrate the challenge of finding it in the heart of one of the busiest intersections in the world.”

“Get woke, stoked and yoked through yoga at Summer Solstice in Times Square!” said Douglass Stewart, co-founder of Solstice in Times Square.

“Aerie is so excited to be back sponsoring Solstice for the third year!” said Jen Foyle, Aerie Global Brand President. “We can’t wait to join thousands of yogis in NYC for a day dedicated to empowerment & self-love.”

Yogis of every skill level will have the opportunity to participate in seven free yoga sessions throughout the day on June 21st and visit the Yoga Village between 44th & 45th Streets, which will feature booths, giveaways, and activities. This year, Aerie is bringing their Pop-Up truck all the way to Yoga Village. Take an #AerieREAL picture, make your own crystal bags & essential oil rollerballs, & check out Aerie’s latest Chill. Play. Move.™ collection of leggings & sports bras at the pop-up in Yoga Village & on the 3rd floor of the Times Square American Eagle store.

Situated at the intersection of Broadway and 7th Avenue between 43rd & 47th Streets, the yoga sessions will include:

- 7:30am - 8:30am: instructed by Tim Tompkins (Times Square Alliance)
- 9:30am - 10:30am: instructed by Dana Flynn (Laughing Lotus)
- 11:30am - 12:30pm: #AerieREAL Empowered Flow with Catherine Gignac (Aerie)
- 1:30pm - 2:30pm: instructed by Donna Rubin, Jen Lobo, and Friends (bodē nyc)
- 3:30pm - 4:30pm: instructed by Rebecca Hajek (Yoga Vida)
- 5:30pm - 6:30pm: instructed by Koya Webb (presented by Pukka Herbs)

- 7:30pm - 8:30pm: instructed by Douglass Stewart (YogaWorks, Ishta)

Detailed instructor bios can be found at www.TSq.org/Solstice. On June 21st, registered participants who attend will receive a free yoga mat courtesy of Aerie. Footage from classes will also be shown on the American Eagle screen.

Participants and those unable to attend the event are also encouraged to upload yoga photos and tag them with #SolsticeTSq across various social media platforms, and follow live coverage and join conversations on [Facebook.com/TimesSquareNYC](https://www.facebook.com/TimesSquareNYC) and @TimesSquareNYC on [Twitter](https://twitter.com/TimesSquareNYC) and [Instagram](https://www.instagram.com/TimesSquareNYC).

The Alliance has partnered with activation sponsors that this year include Bonterra Organic Vineyards, Medimix, Pukka Herbs, Two Good, and Propel Electrolyte Water.

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 Aerie

Aerie is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching free since 2014. Visit www.aerie.com to learn more. Let the real you shine.™

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