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For Immediate Release



Credit: Derek Goodwin

**CALLING ALL YOGIS:
CELEBRATE THE SUMMER SOLSTICE IN TIMES SQUARE FROM
DAWN-TILL-DUSK WITH ATHLETA “MIND OVER MADNESS” YOGA**

*First-Ever Extension of the Solstice Celebration;
MINDBODY Sol Conference on Wellness to follow*

New York, NY (May 28, 2014) — The Times Square Alliance announced today that Solstice in Times Square, now in its 12th year, will take place Saturday, June 21 and Sunday, June 22. The Times Square Alliance and presenting sponsor Athleta, the premier fitness fashion brand for women who see being healthy and fit as vital to life, will offer free “Mind Over Madness” yoga classes to celebrate the longest day of the year, June 21, beginning with its first-ever sunrise class at 5:30am. The free yoga classes will continue throughout the day until 9:15pm – just after sunset.

After the incredible popularity of Solstice in Times Square, for the first time, the celebration will continue for a second day with the [MINDBODY Sol Conference](#), a day-long wellness conference designed to rejuvenate the body, mind and spirit in a more tranquil setting. An assortment of feel-good workshops will be offered, from yoga and meditation to Ayurveda and Shamanism. Classes will be taught by a variety of New York-based masters, including renowned professional yoga instructors Rodney Yee and Colleen Saidman Yee, and meditation experts Alan Finger and Ethan Nichtern. The conference is sponsored by MINDBODY Connect, the largest consumer booking app for the wellness and beauty industries, and will take place **Sunday, June 22nd at the Marriot Marquis Hotel at 1535 Broadway from 8am – 5pm**. For more details visit: MINDBODYonline.com/sol

Tim Tompkins, President of the Times Square Alliance and co-founder of the event said, “Times Square is not generally considered an easy place to find inner peace, but all yogis love a good challenge – and each year

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we embrace the balancing act of finding calm amidst the madness of the city. Thanks to all the yogis and yoga studios that have made this event so popular. We are thrilled to add a second day to our celebration with the MINDBODY Sol Conference on June 22.”

“Come share your radiance, be as brilliant as the sun,” said **Douglass Stewart, co-founder of Solstice** in Times Square.

“Athleta is incredibly excited to once again sponsor “Mind Over Madness” in Times Square, where thousands of yogis celebrate the Solstice by saluting the sun together,” said **Tess Roering, VP of Marketing and Creative, Athleta**. “This year, we’re thrilled to partner with Bethany Lyons, co-founder of Lyon’s Den Power Yoga, to offer a high-energy class that will help yoga enthusiasts make the most of the longest day of the year.”

Rick Stollmeyer, CEO and co-founder of MINDBODY said, "Solstice in Times Square is a beautiful gathering that celebrates the transformational effect of yoga on the world. We're honored to be a sponsor this year and to host the MINDBODY Sol Conference the next day. Mobile and web technologies, like our MINDBODY Connect app (<https://www.mindbodyonline.com/connect>), are transforming the wellness business. Nowhere is this more evident than in yoga, where millions of people regularly find and book their classes online.”

Yogis of all skill levels will have the chance to participate in eight 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 & 44th Streets, the classes will include:

- 5:30am - 6:30am: Sunrise Vinyasa; Instructed by Tim Tompkins
- 7:30am - 8:30am: Salutations to Summer; Instructed by Heather Lilleston
- 9:30am - 10:30am: Power Yoga; Instructed by Bethany Lyons
- 11:30am - 1:00pm: Bikram; Instructed by Donna Rubin and Friends
- 2:00pm - 3:00pm: Slow Flow Vinyasa; Instructed by Paula Tursi
- 4:00pm - 5:00pm: Solar Sequence; Instructed by Barbara Verrochi, Kristin Leigh and Annie Piper
- 6:00pm - 7:00pm: Breath Informed Vinyasa; Instructed by Douglass Stewart
- 8:00pm - 9:15pm: Sunset Flow; Instructed by Ali Cramer

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

Two yoga-related charities will benefit from the generosity of both the yoga participants and the Times Square Alliance. During the free registration process, already open, participants are able to make charitable contributions to Bent on Learning and Urban Zen. The Times Square Alliance will match those contributions up to \$5,000.

Event attendees will also have access to one-on-one yoga instruction, the chance to participate in the event’s live streaming video, and receive other fun giveaways taking place in the yoga village. Visit www.TimesSquareNYC.org for more details.

Event Extensions

The Times Square Alliance and Athleta will stream the event live (powered by Livestream) on their websites at www.TimesSquareNYC.org and www.Athleta.com, so that yogis across the country and the world can join the class. For those in Times Square, the event will also be broadcast on the Toshiba Vision Screens atop One Times Square.

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Yogis can also share their experience on Instagram for a chance to win prizes from Athleta. Starting June 1 through June 21, Instagrammers can share how they're getting sun-fueled leading up to and during the Solstice. A prize package that includes a \$500 Athleta gift card and yoga accessories will be awarded to three grand prize winners, selected by a panel of judges representing Athleta. To learn more, visit www.athleta.net on June 1.

Participants and those unable to attend the event are also encouraged to upload yoga photos from anywhere in the world and tag them #SolsticeTSq. Participants can share their yoga experience in Times Square on Facebook.com/TimesSquareNYC. Yogis are encouraged to use the hashtag #SolsticeTSq to discuss the event and mention @TimesSquareNYC on Twitter. They can also check-in to "Solstice in Times Square" on Foursquare.

Athleta will also be hosting Solstice-related events in stores nationwide, including larger-scale events at 10 stores where Athleta will give away 50 free yoga mats and raffle off a \$200 gift card, along with other freebies. For details visit www.Athleta.com.

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 is partnering with *Yoga Journal* (www.YogaJournal.com) to reach yoga enthusiasts on and off the mat. Additional sponsors include Glaceau **smartwater**®, ZICO®, Solstice Sunglasses, Luna®, Tom's of Maine®, Weight Watchers Ice Cream® and *Where*® in New York.

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 is the premier fitness fashion brand for the woman who sees fitness as vital to her life. Blending performance innovation with chic urban style, Athleta offers versatile pieces that outfit her entire day – from working out to going out. Athleta apparel is sold in retail stores across the country, online and via catalog.

About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding. Over 500,000 practitioners at over 35,000 locations in 100 countries use MINDBODY and thousands of new locations are adopting the software each month, making it the fastest growing SaaS provider in the wellness and beauty industry. In addition to its web and mobile solutions, the company offers a holistic, corporate wellness solution for employers called MINDBODY Exchange, and a large-scale consumer booking app called MINDBODY Connect. MINDBODY has been listed on the Inc. 500/5000 list as one of the fastest growing companies in the U.S. for the past six consecutive years. www.MINDBODYonline.com/Connect
