For Immediate Release

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New York City's Best-Known Yoga Studio Invites Matthew Sanford To Town For Multiple Events

Minneapolis-St. Paul, Minn. (Sept. 4, 2007) — Matthew Sanford will be at **The Jivamukti Yoga School** in New York City offering a lecture and book signing for the public, Nov. 9 and a Yoga Workshop Nov. 10.

Jivamukti Yoga School is one of New York City's best-known yoga centers. Attend class at the school and you may find your mat next to such Hollywood and music industry celebrities as Gywneth Paltrow, Christy Turlington, Russell Simmons, and Sting, all devotees of the Jivamukti method. Matthew will also be a guest at Bravewell's "Pioneers of Integrative Medicine Award" Black Tie Event on Nov. 8th. Master of Ceremonies: Mehmet Oz, MD.

Stories wake people up. They inspire. Sanford's is an unforgettable story that illustrates how embracing our experiences, and our bodies (whether young, old, able-bodied or disabled), can help us heal. His life story is one of severe trauma, loss, and paralysis, but ultimately, healing. An athletic young boy, Sanford was suddenly faced with unimaginable tragedy and lived a painful existence for years until he discovered simple, yet vital lessons of how to live more in his body. Sanford now lends his voice and experience as a nationally recognized paraplegic yoga teacher, public speaker, critically acclaimed author, and pioneer in mind-body integration to help others heal in ways never thought possible. His insights are accessible to us all.

Sanford is currently traveling the country teaching yoga, speaking, and sharing his book *Waking: A Memoir of Trauma and Transcendence*. Sanford's memoir magnifies his vital, but simple message that on a practical everyday level, minds and bodies work better together. He passionately believes that all human beings need to be "more present" in their bodies and can demonstrate what this looks like. Sanford shares his insights to empower others to see new possibilities, listen to the wisdom in life experience, and heal in unexpected ways. His story is everyone's story—it's about being alive—it's about learning to see that our experiences are there to teach us something. It's about turning tragedy into purpose.

www.matthewsanford.com • www.mindbodysolutions.org.

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Matthew Sanford
2007 NEW YORK CITY EVENTS

Matthew Sanford at Jivamukti Yoga School:
Friday, November 9th, Lecture and Booksigning
8:30 - 9:30pm (signing to follow), Free

Saturday, November 10th, Yoga Workshop (All Levels)
9 - 11:30am, $65
Space is limited - sign up required.

Jivamukti, which means "liberation while living," combines a vigorous physical practice with an equally strong foundation in ancient spiritual traditions of Yoga. The modern yoga method emerged in 1984 from Founders David Life and Sharon Gannon who went on to co-found the Jivamukti Yoga School, with centers all over the world. The pair also coauthored *Jivamukti Yoga: Practices for Liberating Body and Soul* and *The Art of Yoga*. They have also trained many teachers who have brought this style of yoga to studios and gyms, predominantly in the U.S.
http://jivamuktiyoga.com/fms/index.html

Inaugural Bravewell Pioneers of Integrative Medicine Award Event
Matthew Sanford has been invited to attend the Inaugural Bravewell Pioneers of Integrative Medicine Award Event. With Mehmet Oz, MD, serving as Master of Ceremonies, the event will include honoring integrative medicine pioneers, including:
Larry Dossey, MD
James Gordon, MD
Jon Kabat-Zinn, PhD
Dean Ornish, MD
Rachel Naomi Remen, MD
Andrew Weil, MD

Award Event:
Thursday, November 8, 6 - 10:30pm

Additionally, October 5-6**,** Matthew will be teaching a weekend yoga workshop at the Omega Conference in Rhinebeck, New York www.eomega.org.

Paralyzed at age 13, Matthew Sanford has become a nationally recognized yoga teacher, acclaimed author, public speaker and expert of mind-body integration. His pioneering voice is helping to transform lives. www.matthewsanford.com