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FOR IMMEDIATE RELEASE

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

Registration Is Open For Free All-day Outdoor Yoga Event

New York, NY (June 18, 2018) – On Friday, June 21st, the [Times Square Alliance](http://www.tsq.org) will host Solstice in Times Square: Mind Over Madness Yoga, presented by [Aerie](http://www.aerie.com) – a day of free yoga classes to celebrate the longest day of the year and beginning of the summer season. Yogis of all skill levels can register for classes beginning at 7:30 am and continuing until just after sunset at www.TSq.org/Solstice. The event will be broadcast live on Facebook at www.Facebook.com/TimesSquareNYC. Before classes, participants will have the chance to hear from Aerie brand ambassadors and wellness experts including #AerieREAL Role Models Aly Raisman and Iskra, along with athletes from the Special Olympics, and DJ Tiff McFierce, as well as Consul General, Mr. Sandeep Chakravorty from the Indian Consulate in New York. These wellness segments and visits will take place ten to fifteen minutes prior to the beginning of classes.

Participants will have the opportunity to partake in seven free yoga sessions throughout the day on June 21st and visit the Yoga Village between 44th and 45th Streets which will feature booths, giveaways and activities. This year, Aerie is bringing their Pop-Up truck to Yoga Village. Attendees can take an #AerieREAL picture, make their own crystal bags and essential oil rollerballs and check out the latest Chill. Play. Move.™ collection of leggings and sports bras at the pop-up in Yoga Village and on the 3rd floor of the Times Square American Eagle and Aerie store at 1551-1555, Broadway, New York, NY 10036.

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

- 7:30am - 8:30am: instructed by Tim Tompkins (Event Co-founder, registered yoga teacher)
 - Pre-class Aerie Wellness Segment by Special Olympics athletes
- 9:30am - 10:30am: instructed by Dana Flynn (Laughing Lotus)
 - Pre-class Aerie Wellness Segment by #AerieREAL Role Model and Gold Medal Gymnast, Aly Raisman
- 11:30am - 12:30pm: #AerieREAL Empowered Flow instructed by Catherine Gignac (Aerie)
 - Special Pre-class visit from Consul General, Mr. Sandeep Chakravorty from the Indian Consulate in New York, to acknowledge the International Day of Yoga
- 1:30pm - 2:30pm: instructed by Donna Rubin, Jen Lobo, and Friends (bodē nyc)
 - Pre-class Aerie Wellness Segment by #AerieREAL Role Model and Activist, Iskra
- 3:30pm - 4:30pm: instructed by Rebecca Hajek (Yoga Vida)
 - Pre-class Aerie Wellness Segment by Lifestyle Influencer and Content Creator, Jera Foster Fell
- 5:30pm - 6:30pm: instructed by Koya Webb (presented by Pukka Herbs)
 - Pre-class Aerie Wellness Segment by DJ and Founder of Look IN vs. Lookin', Tiff McFierce

- 7:30pm - 8:30pm: instructed by Douglass Stewart (Event Co-founder, YogaWorks, Ishta)
 - Pre-class Wellness Segment by Yoga Teacher & AE Senior Copywriter, Ashley Dominick

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 digital billboard.

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), @TimesSquareNYC on [Twitter](https://twitter.com/TimesSquareNYC) and [Instagram](https://www.instagram.com/TimesSquareNYC).

To celebrate Solstice in Times Square, the Hyatt Centric and Night Hotels in Times Square are offering discounted rates and other specials to participants traveling to NYC for the event. Visit www.TSq.org/Solstice for details.

The Alliance has partnered with activation sponsors that this year include Bonterra Organic Vineyards, HIPPEAS organic chickpea puffs, Medimix, Natalie's Orchid Island Juice Co., Propel Electrolyte Water, Pukka Herbs, and Two Good Greek lowfat yogurt.

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 self-love 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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