

# **THOUSANDS OF YOGIS WILL FIND THEIR CENTER AT THE CROSSROADS OF THE WORLD DURING SOLSTICE IN TIMES SQUARE: MIND OVER MADNESS YOGA, PRESENTED BY AERIE**

*Registration Now Open For Free All-day Outdoor Yoga Event*

**New York, NY (June 1, 2017)** – The Times Square Alliance 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 Wednesday, June 21<sup>st</sup>. Starting today, people can register at [www.TimesSquareNYC.org/Solstice](http://www.TimesSquareNYC.org/Solstice) for classes beginning at 7:30 a.m. and continuing until 8:30 p.m., just after sunset.

“At Solstice in Times Square, we invite participants to find peace and tranquility beside the mixture of sights, sounds and endless energy of Times Square,” said Tim Tompkins, President of Times Square Alliance and co-founder of the event. “Even at a time when it seems impossible, one can, and should, take a moment to find harmony within their mind, body, and the world around them.”

“Thousands of yoga practitioners come to Summer Solstice in Times Square/Mind over Madness Yoga to cut through the noise of inner unsteadiness and outer distractions to bathe in their own deeper stillness,” said Douglass Stewart, co-founder of Solstice in Times Square.

“Aerie is so excited to sponsor this year’s Solstice in Times Square,” said Jen Foyle, Global Brand President of Aerie. “The #AerieREAL message is our commitment to empowering everyone to feel happy, healthy and confident inside and out. This event is an amazing way to share our message and empower thousands of yogis to love their REAL selves.”

Yogis of every skill level will have the opportunity to participate in seven free yoga sessions throughout the day on June 21<sup>st</sup> and visit the Yoga Village between 44<sup>th</sup> and 45<sup>th</sup> Streets, which will feature booths, giveaways, and activities. Aerie will be present in the Yoga Village with free flash tattoos, refreshments, and a photo booth where yogis can snap a video for a chance to be featured on the billboard on the American Eagle Outfitters and Aerie store. At the store, visitors can also stock up on leggings from their Chill. Play. Move.<sup>TM</sup> collection, plus get free personalization that day only.

Situated at the intersection of Broadway and 7th Avenue between 42nd & 47th Streets, the yoga sessions will include:

- 7:30 a.m. - 8:30 a.m.: instructed by Douglass Stewart
- 9:30 a.m. - 10:30 a.m.: instructed by Sarah Finger
- 11:30 a.m. - 12:30 p.m.: #AerieREAL Empowered Flow with Catherine Gignac
- 1:30 p.m. - 2:30 p.m.: Bikram Yoga with Jen Lobo and Donna Rubin
- 3:30 p.m. - 4:30 p.m.: instructed by Aditi Shah and Rachel Cohen
- 5:30 p.m. - 6:30 p.m.: instructed by Colleen Saidman Yee and Rodney Yee

- 7:30 p.m. - 8:30 p.m.: LUNA Deep House Yoga with Lauren Taus and DJ Tasha Blank

Detailed instructor bios can be found at [www.TimesSquareNYC.org/Solstice](http://www.TimesSquareNYC.org/Solstice). On June 21<sup>st</sup>, 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 at 46<sup>th</sup> Street and Broadway.

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, @TimesSquareNYC on Twitter and @TimesSquareNYC on Instagram.

The Alliance has once again partnered with Yoga Journal ([www.YogaJournal.com](http://www.YogaJournal.com)) to reach yoga enthusiasts on and off the mat. Additional sponsors include LUNA; Rodan + Fields®; Essentia; National Mango Board; and Wasa.

Solstice in Times Square has partnered with Times Square's own Hotel Edison, a Triumph Hotel, to help yogis from afar make the pilgrimage to Times Square for Mind Over Madness Yoga.

### **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](http://www.TimesSquareNYC.org)