

**FROM: TIMES SQUARE ALLIANCE**

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*FOR IMMEDIATE RELEASE*

**TIMES SQUARE ALLIANCE**  
**CELEBRATES THE FIRST DAY OF SUMMER WITH**  
**“SOLSTICE IN TIMES SQUARE”**  
**A DAWN-TILL-DUSK CELEBRATION ON THE YEAR’S LONGEST DAY,**  
**FEATURING FREE YOGA CLASSES, GIFTS**  
**AND URBAN SURVIVAL TIPS**  
**SATURDAY, JUNE 21**

*New York, NY* -- **THE TIMES SQUARE ALLIANCE**, and presenting sponsor Soy Joy, will celebrate the Summer Solstice on Saturday, June 21, with “**SOLSTICE IN TIMES SQUARE**,” a dawn-till-dusk celebration on the year’s longest day. The event will feature free “Mind over Madness” yoga sessions for beginners and experienced yogis throughout the day in the heart of Times Square. Scores of yoga enthusiasts will gather in Times Square to search for tranquility and transcendence in the heart of the world’s most commercial and frenetic place.

Partnering with over 30 yoga studios and Yoga Journal, The Times Square Alliance will kick off with an early morning yoga session at 8am and continue with other sessions throughout the day, ending with a session at dusk. All sessions will be on Duffy Square (between 45<sup>th</sup> and 47<sup>th</sup> Streets, Broadway and Seventh Avenue). There will be classes for yoga enthusiasts of all levels. Participants can sign up for classes at [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org) and are strongly encouraged to pre-register as sessions filled up quickly last year.

In addition, in between classes, Yoga Journal blogger Valerie Reiss will give tips about how to keep sane in this big, busy city – or for that matter, any intense urban area. She is the author of the Yoga Journal blog “Samadhi in the City” which regularly discusses ways to deal with busy city life. “Samadhi” is loosely translated as a state of deep meditation or concentration that is a goal of yoga practice.

“Anyone can find peace of mind at the top of a mountain,” said Tim Tompkins, President of the Times Square Alliance. “The challenge in Times Square – and New York – is how to find it in the heart of our busy, intense and often chaotic urban lives. As organizers of the world’s best-known Winter Solstice celebration, a.k.a. New Year’s Eve, the Alliance is uniquely positioned to bring attention to the Summer Solstice as a serene and sane counterpoint to the biggest, loudest party on earth.”

All participants will receive free Soy Joy eco-friendly bags filled with gifts from Soy Joy, Snapple, Yoga Journal, Danskin, Body Shop and coupons for discounted or free classes from yoga studios located throughout the New York City area. The first 500 people to participate will also receive a Danskin yoga mat.

“We are looking forward to adding SOYJOY’s unique brand of optimism to this event,” says Rebecca Zimmerman, Brand Manager for SOYJOY. “Yoga is a natural form of healthy, artistic expression, and we want to enhance the experience by sharing the benefits of whole soy. SOYJOY signature artwork will be prevalent throughout Times Square, on the ground and on surrounding media screens, to further inspire a healthful, optimistic approach to life and add to the celebration of Solstice.”

“Yoga is no longer simply a singular pursuit but a lifestyle choice and an established part of our health and cultural landscape,” says Bill Harper, publisher of Yoga Journal. “People come to yoga and stick with it because they want to live healthier lives.”

The first solstice celebration was at dawn in 2003 and was attended by three people – co-founders Douglass Stewart and Tim Tompkins and one other student. By last year it grew to 800 participants at five sessions throughout the day and received national and international press coverage as the urban counterpoint to the centuries-old Solstice celebration at Stonehenge in the United Kingdom.

SOLSTICE IN TIMES SQUARE is the third of Times Square’s series of summer events, which began on June 2 with their annual “Taste of Times Square” Food Fair and continued on June 8 with “Dancing at the Crossroads,” a free dance concert co-presented by Dancers Responding to AIDS.

**THE TIMES SQUARE ALLIANCE**, founded in 1992, works to improve and promote Times Square. In addition to providing safety and sanitation services, the Alliance coordinates many major events in Times Square including New Year’s Eve, manages the City’s busiest Tourism Center and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues.

For more information, log onto [www.timessquarenyc.org](http://www.timessquarenyc.org).

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