



UNITED WE OM

**PRESS RELEASE
FOR IMMEDIATE RELEASE:**

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YOGA FOR THE FAMILIES OF WASHINGTONVILLE HOUSING

The statement on her application, "I want to serve those who can't choose between paying bills and taking a yoga class," was one of the many reasons United We Om knew they found the perfect teacher for their first Karma Project of 2016 – Yoga at the Washingtonville Housing Alliance in Mamaroneck, NY. United We Om, a yoga and meditation non-profit, is honored to announce that inspired yoga teacher Christina Lancione will share the gift of yoga with the families living in the low-income residences of the Washingtonville Housing Alliance from January through March of 2016. The eight yoga classes will take place in a community space donated by the St. Thomas' Episcopal Church and will be provided at no cost to the residents of the Mamaroneck housing community.

The constant stress associated with living at or below the poverty line often leaves people without the time or tools needed to focus on their personal health and wellbeing. Yoga and meditation have been scientifically proven to help increase physical and emotional strength, stamina and awareness, while reducing anxiety and stress, which is why United We Om's Executive Director Matt Jared says, "Yoga is the perfect tool to help counter the effects of poverty. Once you develop a yoga or meditation practice, it's yours, you can do it anywhere, at any time, and it can help to lift you up mentally, physically and spiritually." The classes will include yoga asana as well as breathing and meditation techniques, focused on engaging the participant's parasympathetic nervous system, to help strengthen their emotional regulation and attention, while expanding the participants repertoire of stress management skills, to help them integrate aspects of yoga and mindfulness into daily life. "The greatest gift you can give another is the space to be him or herself," says yoga teacher Christina, "because while fancy poses can be fun... true mastery is over the mind."

Washingtonville Housing Alliance is a part of Westhab, a non-profit providing affordable housing and supportive services in Westchester County, NY. Westhab has helped more than 5000 homeless families since their inception in 1981 and each year serves more than 1,200 homeless or at-risk youth in their youth programs, helps find employment for 250 adults and provides 850 households with homes. "We're so proud to be working with such an incredible organization and I knew we found a match with Westhab once I spoke to John Parssinen, the Communication Coordinator," said Jared, "He told me that he practiced meditation so he personally knew its immense value and potential for transformative impact."

In 2015 United We Om helped to provide yoga to Veterans with PTSD, to foster children at Mercy First, to at-risk youth and held more than fifty by-donation yoga classes for the Long Island community. "If yoga is made available to all," says Jenny Jared, Matt's wife and co-founder of United We Om, "the practice can move us in the direction of a peaceful and compassionate global community." To learn more about United We Om and the charitable work they're doing in New York please visit their website at www.UnitedWeOm.org.

United We Om is a registered 501(c)3 non-profit charity, providing yoga and meditation to underserved populations, while creating opportunities for yoga and meditation communities to use their practice to raise money and awareness for causes they care about serving. Husband and wife team, Matt and Jenny Jared, created United We Om with the goal of empowering the yoga and meditation communities to change their world through the power of service. The founders believe the traditions are a powerful antidote to the sufferings of the modern world and operate the organization by the yogic teaching Lokha Samasta Sukhino Bhavantu, "Commit your actions to the happiness and freedom of all beings." For more information, contact: Matt Jared, Executive Director, matt@unitedweom.org.

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