



UNITED WE OM Press Kit 2015

PRESS CONTACT:

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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. Created by husband and wife team Matt and Jenny Jared, United We Om began with the goal of empowering the yoga and meditation community to change their world through the power of service.

United We Om's philosophy is rooted in the founder's personally transformative experiences with yoga and meditation and their belief that the traditions are a powerful antidote to the sufferings of the modern world. United We Om's Karma Projects are the heart of the organization, uniting specifically qualified teachers with populations in need of practice, benefiting communities directly and providing teachers with gainful and meaningful opportunities to serve.

Dedicated to assisting fellow teachers who are passionately aligned with the mission of service, United We Om provides trainings and workshops preparing teachers to serve specific populations, who then "pay-it-forward" by volunteering their time as a teacher. With an overarching goal of providing the countless benefits of practice to all, United We Om created a by-donation class structure making classes available to everyone, regardless of financial or social constraints, while simultaneously raising tax-deductible donations for charities.

United We Om approaches all aspects of its existence dedicated to the core Yogic teaching of Lokha Samasta Sukhino Bhavantu; "Commit your actions to the happiness and freedom of all beings."

100 WORD BOILER PLATE:

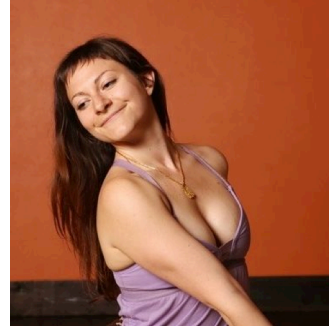
United We Om is a registered 501(c)3 non-profit charity, providing yoga and meditation to underserved populations, while creating opportunities for yoga and meditation communities to use their practice to raise money and awareness for causes they care about serving. Matt and Jenny Jared created United We Om with the goal of empowering the yoga and meditation communities to change their world through the power of service. They believe the traditions are a powerful antidote to the sufferings of the modern world and operate from the core Yogic teaching "Lokha Samasta Sukhino Bhavantu; Commit your actions to the happiness and freedom of all beings."



UNITED WE OM FOUNDERS:

JENNY JARED, CREATIVE DIRECTOR

Jenny Jared, E-RYT 500, has been teaching yoga for over 10 years. She completed her 200 hour at the Sivananda Ashram in Colorado, and her 500 Hour Certification in Prana Flow with her beloved teacher Shiva Rea. She is also deeply passionate about Prenatal Yoga and Mommy & Me Yoga. Teaching vinyasa yoga and directing Teacher Trainings has been a great love of Jenny's life, and she is deeply grateful to have her partner and husband Matt and her first Guru, her mommy Doreen, with her on this new journey.



Jenny has been a part of many incredible Yoga studios, from NYC (New York Yoga, House of Jai, The Prenatal Yoga Center) to her home town on Long Island (Om Sweet Om). She has also been honored to be a Director of Yoga Alliance 200 Hour Teacher Trainings at both NY Yoga and Om Sweet Om. As she loved every moment of sharing Yoga with her student friends, Jenny began to feel a calling to make a greater impact. It is now a mission of hers to see her beloved community open its arms and include everyone, and she believes she will see a day when the practices of yoga that have been so transformative in her life belong to everyone.

Jenny has redirected her energy and now serves in the communities that could not join her in the studio, and it is an amazing journey of service and love.

MATT JARED, EXECUTIVE DIRECTOR

Matt Jared, RYT 200, had long dabbled in the joys of yoga and meditation but it wasn't until meeting his wife Jenny Jared that he truly began his journey into the depths of the internal infinite. Having been involved in the entertainment industry since childhood, in late 2013, Matt decided to devote himself fulltime to the practices of yoga and meditation but wanted to use the skills he acquired as a producer to share the power of practice in a greater way.



A deep inhale, mid Surya Namaskar A, coupled with a moment of inspiration and the idea of United We Om came into existence. Matt's vision was that of an organization that helped yoga and meditation teachers, studios/sanghas and practitioners use their practice to benefit others by directly teaching populations in need of practice, by offering free/by-donation classes, and by raising funds for the causes they care about by providing yoga and meditation to the world.

Matt feels blessed beyond belief to be sharing this journey with his wife and family, surrounded by the love of all those that Om and all those that have Om'd before him.



UNITED WE OM PROGRAMS:

KARMA PROJECTS

United We Om's Karma Projects are the heart of our organization. Founded on the teaching that our actions should contribute to the freedom and happiness of all beings, our Karma Projects connect specialized teachers with populations most in need of the benefits of practice. Each Karma Project is as unique as the population it serves and is created to support the specific needs of each group.

BY-DONATION CLASSES

We make it easy for all members of the Yoga and Meditation community to be of service! United We Om invites all teachers, studios/sanghas and practitioners to partner with us and host or teach a by-donation class or event to benefit the charities or causes that is meaningful to them. We help provide the organizational assistance and structure needed to set up the class, promote it, and raise tax deductible donations that directly benefit the charity or organization of your choice.

TRAININGS AND WORKSHOPS

We're dedicated to providing teacher trainings and workshops that deepen our community's ability to be of service. We create specialized workshops and trainings offering instruction that benefits populations in need and cultivates the skills necessary to foster change.

We understand that many members of our global community, who are often the most impassioned to serve, are not always able to afford the trainings they need. We strive to make our workshops and trainings available to those whose hearts are aligned with our mission to be of service, regardless of financial means, through our Karma Trainings and Sliding Service Scale.

Our Karma Trainings offer teachers and practitioners the opportunity to receive training at no financial cost and "pay it forward" by using their newly acquired knowledge to teach an underserved population, a proportional number of classes, as an act of service. Our Sliding Service Scale allows teachers to "pay-what-they-can" and volunteer for United We Om as energetic compensation.

BUY ONE, GIVE ONE FREE

Our Buy One, Give One Free program offers companies and organizations the opportunity to share the benefits of yoga and meditation with their employees, clients or members, while also garnering incredible PR by providing yoga and meditation to an underserved population in line with their organizations' brand or ethos. It's a win-win-win for everyone involved.



YOGA AND MEDITATION HEALTH BENEFITS

Science is finally catching up with 5000-year-old truths. Yoga and meditation have life transforming capabilities for physical, mental and emotional health. United We Om is focused on sharing these immense benefits with everyone, regardless of financial or social circumstances.

Countless scientific studies have shown the benefits of yoga to include:

- Reduces the effects of stress
- Lowers heart rate and blood pressure
- Calms the nervous system
- Eases pain
- Improves breathing
- Improves mobility
- Improves flexibility
- Strengthens muscles
- Relieves muscular tension
- Increases stamina
- Improves circulation
- Promotes cardiovascular health
- Improves posture
- Improves body alignment which can relieve pain
- Improves balance recovery
- Increases body awareness
- Increases mental clarity and focus
- Enhances bodily processes, digestion

The benefits of meditation known to modern science include:

- Gaining a new perspective on stressful situations
- Building skills to manage stress
- Increased self-awareness
- Increased focusing on the present moment
- Reduction in negative emotions
- Reduction in symptoms of medical conditions worsened by stress
- Reduction in allergies
- Decrease in anxiety disorders
- Reduction of Asthma symptoms
- Decreases in impulse control issues, including addictive behaviors
- Reduction in instances of cancer
- Decrease in the symptoms of depression
- Decreases Fatigue
- Decreases heart disease
- Lowers high blood pressure
- Aids with sleep problems



WEBSITE



www.UnitedWeOm.org

SOCIAL MEDIA



Facebook.com/UnitedWeOm



[@UnitedWeOm](https://twitter.com/UnitedWeOm)

CONTACT INFO

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"Yoga and Meditation have lead me on a journey of self discovery far beyond my wildest expectations and service has given everything else in my life more meaning."

– Matt Jared

JENNY JARED
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"Yoga is a journey beyond physical postures. It has the potential to reconnect us with each other and our earth. If it is made accessible to all, practice can move us in the direction of a peaceful and compassionate global community. "

– Jenny Jared