



Date: 16th December 2024

To: All Media Houses

Subject: Invitation to Press Meeting for World Meditation Day Event

Dear Sir/Madam,

Warm greetings from *The Art of Living Nepal*!

We are pleased to invite you to a **Press Meeting** to provide exclusive details and insights about the upcoming **World Meditation Day** on **December 21, 2024**.

During this meeting, we will share key highlights of the event, including the **special meditation session** to be led by Gurudev Sri Sri Ravi Shankar at the United Nations headquarters in New York and the global online meditation initiative. This is a significant milestone in the promotion of peace and mental well-being, as December 21st has been officially declared as **World Meditation Day** by the United Nations.

Press Meeting Details:

- **Date:** December 18, 2024
- **Time:** 1:00 PM – 2:00 PM
- **Venue:** Art of Living Shankhamul Center

This press meeting is an opportunity to gather first-hand information, engage in dialogue with representatives of *The Art of Living Nepal*, and understand how this historic event aims to bring the world together in harmony through meditation.



We kindly request your confirmation of attendance to nepal_tc@artofliving.org/9851211048.

We value your support in sharing this important initiative with the world and look forward to your presence.

Warm Regards,
Siddheshwar Kumar Singh
Chairman – The Art of Living Nepal

ART OF LIVING EVENTS - WORLD MEDITATION DAY		
1.	Meditation for Global Peace & Harmony: Gurudev will be leading a meditation at the United Nations Headquarters, New York	December 20th 4.00 PM EST (December 21st 2.30 AM IST)
2.	Art of Living Nepal hosts the World Meditation Day at The Art of Living Shankhamul Center, Kathmandu	December 21st 10.30 AM NPT
3.	Online LIVE Global Meditation Event: World Meditates with Gurudev	December 21st 8.15 PM NPT
4.	Meditation Events in 181 countries across the globe. (On-ground meditation sessions)	December 21st, Various timings



About Gurudev Sri Sri Ravi Shankar

Gurudev Sri Sri Ravi Shankar is a globally recognized humanitarian, spiritual leader, and an ambassador of peace. Known for his efforts in promoting individual well-being and societal harmony, Gurudev has dedicated his life to fostering universal human values.

- **Pioneer in Meditation:** Gurudev has made meditation accessible to millions and has promoted mental well-being through meditation and **Sudarshan Kriya**, a scientifically validated breathing technique rooted in ancient wisdom.
- **Global Peace Ambassador:** Gurudev has mediated peace efforts in conflict zones, including Colombia, Iraq, Sri Lanka, and Venezuela, earning him widespread respect and recognition.
- **Advocate for Mental Health:** His initiatives address stress management, depression, and mental health, benefiting people from diverse walks of life, including corporate leaders, prison inmates, and students.
- **Visionary Humanitarian:** Gurudev has spearheaded large-scale humanitarian efforts, such as providing disaster relief, supporting education for underprivileged children, and empowering rural communities.

Through his work, Gurudev has inspired over **500 million people in 181 countries** to embrace meditation, creating a ripple effect of positivity and peace worldwide.

About The Art of Living Foundation

The Art of Living Foundation, founded by Gurudev, has impacted millions through its programs and events. The Art of Living has been at the forefront of organizing large-scale meditation events that have reached millions worldwide, including:

- **I Meditate Africa:** Africa's largest peace meditation across 54 countries. This powerful movement saw 10 million participants across Africa. imeditateafrica.org
- **America Meditates:** Uniting participants across the United States. americameditates.org
- **World Culture Festivals:** Large-scale celebrations of peace and unity, bringing together millions at iconic locations such as the National Mall in Washington, D.C.
 - **Bangalore, India 2006:** 2.5 million attendees
 - **Berlin, Germany 2011:** 70,000 attendees
 - **Delhi, India 2016:** 3.75 million attendees



21 Dec 2024 World
Meditation Day

World
Meditates
With
Gurudev

Join **LIVE**  **@Gurudev**

- **National Mall, Washington D.C., USA** : 1 million attendees
Learn more at: [World Cultural Festival Website](#)
- **Har Ghar Dhyan:** A nationwide campaign launched in India promoting meditation and mental health under India's **Azadi ka Amrit Mahotsav** initiative.

Why Meditation Matters

Meditation has a profound impact on mental, emotional, and physical well-being. Some of the key benefits include:

- **Reduces stress and anxiety:** Proven to lower cortisol levels and promote relaxation.
- **Enhances mental clarity and focus:** Regular meditation sharpens attention and cognitive function.
- **Improves sleep quality:** Helps individuals fall asleep faster and experience deeper rest.
- **Boosts emotional resilience:** Increases self-awareness and fosters emotional balance.
- **Strengthens the immune system:** Promotes overall health by reducing stress-related inflammation.
- **Increased mindfulness and overall well-being.**