



Yogamint

2010
MEDIA KIT

A Wealth of Healthy Tips & Treats
www.yogamint.com



refresh

Surfing the web used to be an oasis for people to relax and enjoy themselves. However, in today's new media frenzy, the internet has never been more stressful. Social media environments such as, Twitter, Facebook, MySpace and YouTube have inundated users with tweets, status updates, viral videos and friends requests resulting in information overload. From celebrities updating what they're ordering for lunch to President Obama sending tweets on his health care policy, real-time communication is at your fingertips, and most people spend their days just trying to keep up.

Now there's a refreshing website designed as an oasis from the online chatter. Through inspirational articles, or "mints," Yogamint inspires a healthy, yogic lifestyle in small bite-size, digestible morsels.

Experience www.yogamint.com and be inspired to move through day-to-day life with greater clarity, ease and joy.



Yogamint

about us

Yogamint is an online spiritual spa for the body, mind and soul. Based on ancient yogic teachings and designed for the fast-pace of today, Yogamint shares information through bite-size articles, or "mints," that support and energize all aspects of your being.

Inspiring you to move through day-to-day life with greater clarity, ease and joy, mints in 'Eat,' 'Move,' 'Think,' 'Elevate,' plus articles by contributing experts in the columns 'Cosmic Corner' and 'In Depth,' educate and encourage a holistic, environmentally friendly and conscious lifestyle.

Yogamint also features instructional videos on elevating your whole being: food preparation for a healthy diet, yoga postures, interviews with yogis, mantra music, art and travel.

Visit www.yogamint.com and sign up for your twice-weekly mints, such as: have a big meeting in five minutes and need to relax? Smile. Did you know smiling affects your mood and tone of voice? Smiling during a conversation not only helps you feel better, but the other person feels better just by seeing and hearing your smile.

who

Meet the [Yogamint Crew](#) and get a glimpse of what makes them tick.



Yogamint

facts

why

We at Yogamint have been immersed in a healthy, yogic lifestyle, teaching and serving others for a collective 83 years. We think what we (and our network of contributors) have to share provides good stuff that will support and energize all aspects of your being. If what we're serving up works (and we're confident it will) you'll move through life's ups and downs with greater clarity, ease and joy.

what

We all have to comb our hair, brush our teeth, fix breakfast and get out the door every morning. Unless you live in a cave in the Himalayas you'll be interacting with family, friends and a host of others

every single day for up to 100 years. Why not have a little help navigating these waters? We're sure that by implementing the short morsels of information provided in our "mints" you will eat, move, think and elevate yourself to a more enriching life. What we offer is not theoretical. It's experiential. We've done it.

where

The folks at Yogamint all practice Kundalini Yoga as taught by Yogi Bhajan. You will find that a good portion of what we share on the web site and in the newsletter is derived from this tradition. Because yoga isn't a brand name, nor does any one group or lineage have a patent on it, and because we ourselves enjoy the fruits of many paths of wisdom, we'll also be

sharing information and inspiration from other yogic, cosmic and wellness traditions that are in harmony with our message. As for our physical location: We're based in Los Angeles with links to New Mexico, Oregon, the U.K., New Zealand and beyond.

wishes

The Yogamint Crew is grateful to have this opportunity to serve you through these pages. Our projection and prayer for you is to always live a life of incredible vitality and peaceful commitment to uplifting yourself, your community and the planet. We'd love to hear from you any time with your comments, opinions and especially what you'd like to see on the pages of Yogamint.



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