



Jeffrey Briar, Director

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Dear Studio Owner:

Would you like an opportunity to expand your market and get some great local press for your studio?

There was a wonderful article recently in **Yoga Journal** on Hasya (Laughter) Yoga, including an interview with medical doctor Madan Kataria, the founder of Laughter Yoga, and Jeffrey Briar, of The Laughter Yoga Institute. www.yogajournal.com/health/2367?page=1

With this high visibility publicity, this is a great time to bring Hasya (Laughter) Yoga to your students (new and old) and instructors. Local press finds Hasya Yoga irresistible for photos and an endless source of interesting articles. Why not leverage this interest for your studio?

Jeffrey Briar is one of Dr. Kataria's senior disciples, a leading exponent of Hasya Yoga in the United States and an experienced teacher of traditional yoga. He would be grateful to have the opportunity to discuss how we might partner together to present a half-day workshop, or two-day Certified Leader Training, at your studio. There is more information below on Hasya Yoga as well as sample press coverage. See more at the website for the Laughter Yoga Institute, <http://www.lyinstitute.org>.

Call us today at (949) 376-1939 to discuss how we can work together to increase the reputation and impact of your studio.



Half-Day Hasya (Laughter) Yoga Workshop or Two-Day Certified Laughter Yoga Leader Training

- Outstanding opportunity to publicize your studio through editorial articles and photographs in local publications.
- Guaranteed happy students and an upbeat addition to the vibratory attractiveness of your space.
- Workshop that appeals to a wide range of students -- both new and established.

What is Hasya Yoga? This is a systematic method devised by a physician and a yoga teacher **integrating unconditional laughter techniques, breathing practices, stretches suitable for all levels and yoga postures**. In Hasya Yoga, we don't use jokes or humor. At first the laughter may seem fake, but it quickly becomes genuine because laughter is joyfully contagious when done in a group. The use of laughter has been medically proven to relieve stress and enhance the immune system, and is followed by a beneficial relaxation response. Hasya Yoga brings these benefits and also enhances traditional yoga practice by deepening the relaxation at the end of class. It also offers a joyful social bonding between participants - unprecedented in traditional yoga practice.

Hasya Yoga is an outstanding opportunity for your studio to gain the interest of the press and increase exposure to potential new students in your community.

For example, the Laughter Club founded by our founder in Laguna Beach (the first Laughter Club in the western world to meet seven days per week) has been the subject of photo feature articles reaching more than 7 million people in publications such as the *Orange County Register*, *Laguna Beach Independent*, *Squeeze OC Magazine*, *Laguna News Post*, *Irvine World News*, *Coastline Pilot*, *Chicago Tribune* and *Boulder News*. When a Laughter Yoga class was announced at the Blue Pearl Yoga Studio in Lake Forest, California, the room was filled to capacity as of the very first session.

"Laughter has a positive effect on the cardiovascular system. Blood pressure is lowered overall and resting heart rate decreases. Additionally, the immune system appears to get tuned up. We should become more serious about laughter."

-- Research Scientist Lee Berk, Loma Linda