



MEDIA RELEASE

Sit For Something

With Mindful In May Global Mindfulness Meditation Campaign

February, 2017 – In this day and age to say that our lives are busy is an understatement; with most of us racing through life at a hundred miles an hour – overworked, overwhelmed and overcommitted.

As a result of this crazy, ever-connected chaos, it can be hard to look after our own health and wellbeing, let alone find the time to help others in need.

Enter **Mindful in May**, a global mindfulness campaign during the month of May with two game-changing goals: to teach participants how to find calm and clarity through ten minutes of mindfulness meditation each day, and to raise money for not for profit, Charity Water, to improve access to clean drinking water in developing countries.

Everyone from individuals, businesses and schools can get involved and create their own virtual meditation team. Participants need to register at www.mindfulinmay.org from April 3rd, and then donate or get sponsored to be kept accountable to the daily challenge and make a positive difference in the world. From 1 May participants will then start the month-long meditation journey with thousands of people from around the world, and learn simple, yet transformative skills for better living. Previous participants have included actor and comedian Magda Szubanski and companies such as Google.

The benefits, of course, extend beyond just your own health and community. One in ten people on our planet lives without clean water and every 2 minutes a child dies of water related illness. **Mindful in May** is also about raising money to overcome this humanitarian crisis. The program has already been incredibly successful – raising over \$500,000 to build clean water wells in developing countries.

Mindful in May is the brainchild of Elise Bialylew, doctor, and mindfulness meditation expert, who is determined to bring the transformative power of mindfulness to people around the world, while at the same time improve the lives of those living in poverty.

Elise, who has also trained in psychiatry and trained with some of the leading mindfulness teachers in the world, has the unique east-meets-west expertise to guide participants through this 31-day online mindfulness meditation program, which involves daily inspirational emails containing weekly guided meditations and video interviews with global experts.

The program offers an evidence-based approach to mindfulness and includes some exclusive video interviews with global experts in well-being, mindfulness and the brain, including researcher Dr. Richard Davidson (named one of the world's top 100 most influential people in 2006 Time Magazine), expert in Emotional Intelligence Daniel Goleman, one of the West's first mindfulness teachers Joseph Goldstein and Monash University-based mindfulness researcher Dr. Craig Hassed.

"Mindful in May is not only life-changing for individuals, it's also creating change on a global scale. The fact that we're tackling two incredibly important issues at the same time – mental wellbeing and access to clean water – means we're really making a difference. Every year participants say how surprised they are that only ten minutes a day of practice can be so transformative," said Elise.

Magda Szubanski has been an ambassador for **Mindful in May** and has seen the full affects of how meditation can help.

"I think Mindful in May is fabulous! Anything that promotes peace of mind and benefits people who are in need at the same time is a brilliant idea. I am prone to shocking anxiety, and meditation has really helped me with that. I just passed my 300th day mark since I started meditating regularly after taking part in Mindful in May. Being guided to meditate for ten minutes a day is very doable and you get real benefits," said Magda.

Mindfulness meditation has shown it can lead to structural changes in the brain, reduced stress, improved physical and mental wellbeing, reduced genetic ageing, increased happiness and enhanced immune function.

These benefits really are too good to ignore, so with health and happiness on the horizon, and clean water flowing, there's never been a better time for us all to take a stand and sit for something and give **Mindful in May** a go.

— ENDS —

How It Works:

Step 1: Register at www.mindfulinmay.org for the the ten-minute-a-day one month meditation challenge before May 1st (registration fee provides access to the online program and is not a donation to the cause)

Step 2: Contribute to the cause by donating and get sponsored by friends and family to keep you accountable to the daily 10-minute meditation challenge

Step 3: Receive a meditation program delivered daily to your inbox starting May 1st

Step 4: Make a positive impact in the world and create more focus, clarity and calm for yourself

The Stats:

- Around 663 million people, about 1 in 10 people on the planet, don't have access to clean, safe drinking water
- Around 315,000 children under five die every year from diarrhoeal diseases caused by dirty water and poor sanitation. That's almost 900 children a day!! One child every 2 minutes...
- Diseases from dirty water kill more people every year than all forms of violence, including war.
- In Africa alone, women spend 40 billion hours a year walking for water.
- Clean water and proper toilets at school means teenage girls don't have to stay home for a week out of every month.
- Women are responsible for 72% of the water collected in Sub-Saharan Africa. When a community gets water, women and girls get their lives back. They start businesses, improve their homes, and take charge of their own futures.
- 42% of healthcare facilities in Africa do not have access to safe water.

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