

FROM: TIMES SQUARE ALLIANCE www.TimesSquareNYC.org
CONTACT: Kyle Sklerov – (212) 843-8486 or KSklerov@Rubenstein.com
TJ Witham – (212) 452-5234 or TJWitham@TimesSquareNYC.org

FOR IMMEDIATE RELEASE

**THIS WEEK THOUSANDS OF YOGIS WILL CELEBRATE THE SUN DURING
SOLSTICE IN TIMES SQUARE: MIND OVER MADNESS YOGA, PRESENTED BY AERIE**

Registration Is Open For Free All-day Outdoor Yoga Event

New York, NY (June 19, 2018) – On Thursday, June 21st, the [Times Square Alliance](http://www.TimesSquareNYC.org) will host Solstice in Times Square: Mind Over Madness Yoga, presented by Aerie – a day of free yoga classes to celebrate the longest day of the year and beginning of the summer season. Yogis of all skill levels can register for classes beginning at 7:30 am and continuing until just after sunset at www.TimesSquareNYC.org/Solstice. The event will be broadcast live on Facebook at www.Facebook.com/TimesSquareNYC. Before classes, participants will have the chance to hear from Aerie brand ambassadors and wellness experts including Cassey Ho, Hilaria Baldwin, Aly Raisman, Iskra Lawrence, Kendra Smith, and Erin Collins-Rittling, as well as Mr. D.P. Misra, Consul from the Indian Consulate in New York. These wellness segments and visits will take place ten to fifteen minutes prior to the beginning of class.

Yogis will have the opportunity to participate in seven free yoga sessions throughout the day on June 21st and visit the Yoga Village between 44th & 45th Streets, which will feature booths, giveaways, and activities. Aerie is bringing fun, freebies and treats to Yoga Village all day long. Take an #AerieREAL picture in their photo booth for your chance to be featured on Aerie's billboard, then shop their newest Chill. Play. Move.™ leggings on the third floor of the Times Square American Eagle store and get free personalization on Thursday only.

Situated at the intersection of Broadway and 7th Avenue between 42nd & 47th Streets, the yoga sessions will include:

- 7:30am - 8:30am: instructed by Douglass Stewart (YogaWorks, Ishta) - Pre-class Aerie Wellness Segment by Cassey Ho of Blogilates
- 9:30am - 10:30am: instructed by Jodie Rufty (YogaWorks) - Pre-class Aerie Wellness Segment by Yoga Vida Co-founder Hilaria Baldwin
- 11:30am - 12:30pm: #AerieREAL Empowered Flow with Catherine Gignac (Aerie) - Special Pre-class Visit from Mr. D.P. Misra, Consul from the Indian Consulate in New York, to acknowledge the International Day of Yoga
- 1:30pm - 2:30pm: instructed by Donna Rubin, Jen Lobo, and Friends (bodē nyc) - Pre-class Aerie Wellness Segment by Gymnast Aly Raisman
- 3:30pm - 4:30pm: instructed by Colin Lieu (youth mindfulness instructor – NYC schools) - Pre-class Aerie Wellness Segment by Body Positivity Activist Iskra Lawrence
- 5:30pm - 6:30pm: instructed by Amy Pearce-Hayden (Yoga International) - Pre-class Aerie Wellness Segment by Celebrity Trainer Kendra Smith
- 7:30pm - 8:45pm: instructed by Swami Paramananda (Sivananda Yoga Vedanta Centers) - Pre-class Aerie Wellness Segment by Aerie Senior Stylist Erin Collins-Rittling

Detailed instructor bios can be found at www.TimesSquareNYC.org/Solstice. On June 21st, registered participants who attend will receive a free yoga mat courtesy of Aerie. Footage from classes will also be shown on the American Eagle screen.

Participants and those unable to attend the event are also encouraged to upload yoga photos and tag them with #SolsticeTSq across various social media platforms, and follow live coverage and join conversations on Facebook.com/TimesSquareNYC, @TimesSquareNYC on Twitter and @TimesSquareNYC on Instagram.

To celebrate Solstice in Times Square, the Hyatt Centric and Night Hotels in Times Square are offering discounted rates and other specials to participants traveling to NYC for the event. Visit www.TimesSquareNYC.org/Solstice for details.

The Alliance has once again partnered with Yoga Journal (www.YogaJournal.com) to reach yoga enthusiasts on and off the mat. Additional activation sponsors include Essentia Water, Green Giant, Lifeway Foods, Medimix, and RXBAR.

About Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TimesSquareNYC.org

About Aerie

Aerie is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching free since 2014. Visit www.aerie.com to learn more. Let the real you shine.™

###