

MORE THAN 12,000 YOGIS PARTICIPATE IN SOLSTICE IN TIMES SQUARE: MIND OVER MADNESS YOGA, PRESENTED BY AERIE

New York, NY (June 21, 2017) — The Times Square Alliance welcomed more than 12,000 yogis today for free yoga classes at the 15th annual Solstice in Times Square: Mind Over Madness Yoga, Presented by Aerie.

“At Solstice in Times Square, we invite participants to find peace and tranquility beside the mixture of sights, sounds and endless energy of Times Square,” said Tim Tompkins, President of Times Square Alliance and co-founder of the event. “Even at a time when it seems impossible, one can, and should, take a moment to find harmony within their mind, body, and the world around them.”

“Thousands of yoga practitioners come to Summer Solstice in Times Square/Mind over Madness Yoga to cut through the noise of inner unsteadiness and outer distractions to bathe in their own deeper stillness,” said Douglass Stewart, co-founder of Solstice in Times Square.

“Aerie is so excited to sponsor this year’s Solstice in Times Square,” said Jen Foyle, Global Brand President of Aerie. “The #AerieREAL message is our commitment to empowering everyone to feel happy, healthy and confident inside and out. This event is an amazing way to share our message and empower thousands of yogis to love their REAL selves.”

Yogis of all skill levels participated in seven free yoga classes including:

- 7:30 a.m. - 8:30 a.m.: instructed by Douglass Stewart
- 9:30 a.m. - 10:30 a.m.: instructed by Sarah Finger
- 11:30 a.m. - 12:30 p.m.: #AerieREAL Empowered Flow with Catherine Gignac
- 1:30 p.m. - 2:30 p.m.: Bikram Yoga with Jen Lobo and Donna Rubin
- 3:30 p.m. - 4:30 p.m.: instructed by Aditi Shah and Rachel Cohen
- 5:30 p.m. - 6:30 p.m.: instructed by Colleen Saidman Yee and Rodney Yee
- 7:30 p.m. - 8:30 p.m.: LUNA Deep House Yoga with Lauren Taus and DJ Tasha Blank

The Times Square Alliance also provided viewers around the world the chance to participate in Solstice in Times Square: Mind Over Madness Yoga, Presented by Aerie with real time coverage of each class via Facebook Live and Periscope at www.Facebook.com/TimesSquareNYC and www.Twitter.com/TimesSquareNYC.

The Alliance once again partnered with Yoga Journal (www.YogaJournal.com) to reach yoga enthusiasts on and off the mat. Additional sponsors included LUNA; Rodan + Fields®; Essentia; National Mango Board; and Wasa® Crispbread.

Solstice in Times Square partnered with Times Square’s own Hotel Edison, a Triumph Hotel, to help yogis from afar make the pilgrimage to Times Square for Mind Over Madness Yoga.

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 bras, undies, swim and more for every girl. Designed in sizes 30AA to 36DDD Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy.® #AerieREAL. For more information, please visit www.aerie.com.