

YOGA365

NEW YORK, NEW YORK / WASHINGTON D.C. / JANUARY 2021

World-renowned yoga instructor, author and lecturer Eddie Stern releases the YOGA365 app with the Martine Dubin Company. YOGA365 is a health and wellness program based on modern neuroscience, ancient wisdom and Eddie Stern's personal experiences generated over decades of teaching yoga. YOGA365 provides a full year of simple yoga, breathing and meditation practices that can be completed in under 5 minutes a day, designed to help build positive habits on a daily basis. The app's practices have quickly gained global recognition as one of Health & Fitness' popular new apps.

It's often quite hard to form a new habit, and especially a habit of exercise or yoga. We might have a sudden inspiration and jump full on into a new regimen, but our enthusiasm lasts only for a short period of time. A remedy for this is micro-practices: a steady routine of physical movements, activities, and attitudes can transform brain and bodily functions, emotions, and outlook on life.

The app is available for download in the Apple and Google Play stores. Downloading the app is free of charge. App users will be able to subscribe through in-app purchases to unlock Eddie's 365 days of micro-practices.

ABOUT EDDIE STERN: Eddie Stern is a yoga teacher, author, and lecturer from New York City. He has a passion for engaging in a multidisciplinary approach to furthering understanding, education, and access to yoga through technology, scientific research, collaboration, and encouraging diversity in all aspects of his work. He studies philosophy, Sanskrit, ritual, science, and religion, and has a great love for music and art, which play a big role in his teaching of yoga.

ABOUT MARTINE DUBIN COMPANY: Martine Dubin, a Dutch American media entrepreneur, is a trailblazer to independent media. She has been active in the industry for 25+ years and established the digital tv networks Newswirefm, Healthwirefm and the app YOGA365 with the mission to produce and share inspirational shows and movies with viewers around the world. Her company has also created original content with Lincoln Center, Burda Media, NATO, Ashoka Foundation, Curiosity Stream, Automation Anywhere and The Zanuck Company.

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