

YOGA365

NEW YORK, NEW YORK / WASHINGTON D.C. / SEPTEMBER 15TH, 2020

World-renowned Ashtanga yoga instructor, author and lecturer Eddie Stern releases the Yoga365 app with the Martine Dubin Company. Yoga365 is a health and wellness routine, based on modern neuroscience, ancient wisdom and Eddie Stern's personal experiences generated over decades of teaching yoga.

The app provides a full year of micro-practices starting 01.01.2021, and are meticulously designed to help build positive habits on a daily basis. It's 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 regime, but our enthusiasm lasts only for a couple of weeks or a month or two. A remedy for this would be completing daily 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 pre-order today in the Apple and Google Play stores. Downloading the app is free of charge and will begin December 1st, 2020 to watch Eddie's free introduction to Yoga365 and other short introductions to breathing and meditation. App users will be able to subscribe and unlock Eddie's 365 days of micro-practices beginning January 1st, 2020.

ABOUT EDDIE STERN: Eddie Stern is an Ashtanga 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: The Martine Dubin Company produces original shows, lectures, practices and movies showcased on the independent digital tv networks Newswirefm and Healthwirefm, as well as the YOGA365 app. The company has collaborated and created original series with NATO, Harpo Studio, NYC's Lincoln Center Institute, Burda Media's DLD Conference, Ashoka Foundation, Curiosity Stream, Yoga & Science Conference, Automation Anywhere, Imagination Conversations Conference, The USO, Boulder Crest Institute, The Templeton World Charity Foundation, The Rockefeller Foundation and The Zanuck Company.

Press: Taylor Zentz
Chief PR and Marketing Manager | taylor@newswire.fm

1627 I STREET NW, SUITE 920 WASHINGTON DC 20006