



FOR IMMEDIATE RELEASE

Therapeutic Yoga Nonprofit, Kula for Karma, Launches Video Series for Veterans

May 30, 2014. Franklin Lakes, NJ — Kula for Karma is thrilled to announce the release of their [“Yoga for Veterans Series”](#), a six-part video series providing free 30-minute to one hour visual guides to asana practice, including adaptive yoga, restorative yoga, easy flow, power yoga levels I & II, and a guided meditation session. With over 22 million veterans in the United States, many living with Post-Traumatic Stress, the video series aims to reach those who would benefit from therapeutic yoga, but prefer to participate from the comfort of their own home.

Post-Traumatic Stress is often described as an intense suffering characterized by hyper-arousal, re-experiencing traumatic events, avoidance, and anxiety. Studies from the U.S. Defense Department, Harvard Medical School, and others have shown the benefits of breath work, asana practice, and meditation in healing the emotional and physical symptoms of trauma.

When discussing the video series with Joe Quinn, a member of the U.S. Armed Forces from 2002-08, he remarked, "Physical health supports mental health and yoga is another great avenue for veterans to improve their lives."

“For years, we have been looking for a way to bring the healing of yoga to a greater population of veterans,” says Geri Topfer, founder and president of Kula for Karma. “We are incredibly grateful to The Healthcare Foundation of New Jersey (www.hfnj.org) for their generosity in funding this video series.”

The series is available online via the Kula for Karma website (www.kulaforkarma.org) and YouTube channel (<http://www.youtube.com/user/KulaforKarma>). Organizations are encouraged to embed the YouTube videos in their own sites for wider visibility.

Since its inception in 2007, Kula for Karma has launched over 300 integrative programs in the tri-state area, touching the lives of over 3000 people.

About Kula for Karma

Kula for Karma pioneers the integration of therapeutic yoga, meditation and stress management into mainstream medicine and healthcare. As a nonprofit organization based in



the New York metropolitan area, Kula for Karma offers programs, at no cost, to populations that face physical and mental health challenges.

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