

PRESS RELEASE (SOUTHERN CALIFORNIA)

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FOR IMMEDIATE RELEASE

Pasadena Laughter Club Celebrates First Anniversary



One of many laughter exercises:
hold an imaginary cell-phone and laugh!

A merry group of Pasadenans has been leading the Pasadena Laughter club since January 2005 with amazing results in the community. They meet for 1h every Friday, 6-7pm inside Yoga Kingdom Sanctuary, 553 S Lake Avenue, Pasadena. This meeting is free and public. All are welcome, and you get to laugh to your heart's content for no reason whatsoever. No joke.

The L.A. times very rightfully said about this club on April 28, 2005 "laughter is not a joke". There are very profound benefits hidden behind the act of laughing. "The benefits of laughter have been thoroughly researched in the past 40 years" says Sebastien Gendry, the club's founder and Director of the American School Of Laughter Yoga (www.laughteryoga.us). "Scientists all over the world have found and still keep finding that laughter is indeed the best medicine, and that with no side effects!" An American research project done over 20 years with 275,000 participants¹ went even further and confirmed last month that indeed happiness has consequences. Act happy = be happy."

Physical improvements are only the tip of the iceberg of overall benefits. "*Laughter Yoga is a simple and cost effective method to reduce and manage stress and anger, improve overall health, inter-personal relationships, confidence, and communication and leadership skills*" affirms Gendry who also runs corporate stress management seminars as well as professional trainings in this field.

"This meeting has become an important part of my life" says Jim Cline, 70, who comes every week from Sunland, often by bus. "I have become more self-confident in public. To me this "new" kind of laughter is truly a blessing in world time of need. Anybody can do it. There is no ego and therefore no judgement involved. We only laugh for the sake of laughing!"

"This is truly wonderful" says Susana Rupolo, 60, from Pasadena. "Never before had I experienced such a technique that empowers within minutes adults of any age to freely express playfulness without any inhibition. This weekly meeting gives me much personal satisfaction".

"I suffer from arthritis and fibromyalgia and have pain all over" says Lilia King, 62, from Eagle Rock. "I cannot explain you why, but this method of laughing for no reason reduces the pain I feel and my anxiety. I have been coming to the Pasadena Laughter Club every week for several months now and I feel much better physically, as well as more cheerful and enthusiastic about life. I practice every at home and find it much more beneficial than walking"

The Pasadena Laughter Club has been featured in the US national media several time in 2005: CBS News, Telemundo, Celebrity Fit Club, KCAL 9, Los Angeles Times, San Diego Union Tribune, Inspire, and more.

For more information about Laughter Yoga and the Pasadena Laughter Club please contact Sebastien Gendry at 626 755 5999 or visit www.laughteryoga.us

¹ <http://www.intelihealth.com/IH/ihtIH/EMIH/270/333/28815/443002.html?d=dmIICNNNews>

A QUICK TOUR OF THE LAUGHTER YOGA MOVEMENT

- Laughter yoga is the brainchild of Dr Madan Kataria, 50, from Mumbai, India
- Laughter yoga was started with five people in 1995 and now has over 250,000 members worldwide
- Science and research demonstrates that laughing improves health and shortens recovery time following illness
- A Danish company boosted sales by 40% and reduced stress by 75% in one year using Dr Kataria's laughter therapy.
- Laughter Yoga runs stress-busting seminars for business
- Dr Madan Kataria is a medically qualified doctor
- Laughter yoga is run in over 5000 clubs across the world. In India, USA, Canada, Australia, UK, France, Germany, Italy, Belgium, Switzerland, Sweden, Norway, Denmark, Hungary, Ireland, Netherlands, Finland, Singapore, Indonesia, Malaysia, Vietnam, Taiwan, Hong Kong and Dubai.
- Laughter Clubs are free and available to all. Laughter Yoga is non-religious, non-sectarian, and non-political) and aims to enhance peace through laughter. It is based on the philosophy of "acting happiness,"
- Anyone can start a laughter club. Training is available for Laughter Yoga club leaders www.laughteryoga.org.
- Dr Madan Kataria has written a book on laughter - Laugh for No Reason
- Laughter Yoga runs a Laughter Day on the first day of May, every year. Huge audiences are attracted to these events. The biggest turnout was in Copenhagen, Denmark when 10,000 people attended a laugh-in.
- The Official Laughter yoga website is www.laughteryog.org

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