

PRESS RELEASE (SOUTHERN CALIFORNIA)

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FOR IMMEDIATE RELEASE

Laughter Yoga: Newest Exercise Craze?

CNN (11/26), The Associated Press (11/30), ABC's Good Morning America (12/4), The Discovery Channel and more are all talking about Laughter Yoga.

As Good Morning America anchor Robin Roberts puts it Laughter Yoga is "a new exercise trend that's sweeping the ranks of the physically fit. And experts say all you need is a well-oiled funny bone!"

This is not happening across the country. Pasadena has had its very own Laughter Club (and currently the only one in Los Angeles county) since 2004 that will soon celebrate its second anniversary. All meetings are free and public. All are welcome. People of all ages, ethnic background and physical abilities laugh together in Pasadena every Friday between 6 and 7pm (Yoga Kingdom Sanctuary, 553 S Lake Avenue, Pasadena, CA 91101). There is no need to register or bring anything except for a big smile.

The Pasadena Laughter Club is a community service of the Pasadena based American School Of Laughter Yoga. Its Director Sebastien Gendry currently serves as World Operations Director for Laughter Yoga International, the organization behind over 5000 Laughter Clubs in currently 53 countries.

Laughter Clubs are fully independent, not-for-profit, non-political, non-religious and non competitive community-based associations of diverse people where all are welcome regardless of gender, age, physical abilities, social or economic backgrounds. They practice the Laughter Yoga method of Laughing for no reason as a form of exercise.

Laughter Yoga is a physically-oriented technique that uses a perfect blend of playful, empowering and otherwise "tension-releasing" laughter and breathing exercises. These exercises are simple, structured, and based on the philosophy of "acting happiness". They are appropriate and beneficial for all, regardless of their cognitive, sensorial or motor abilities / limitations You do not need to have a sense of humor, be happy or have any reason to laugh.

Here are 10 good reasons to come laugh with us for no reason

1. Laughter is a stress buster. It reduces the levels of stress hormones epinephrine and cortisol.
2. Laughter strengthens the immune system and helps maintain good health.
3. Laughter is anti-aging. It increases blood supply to the face, nourishing the skin and making it glow.
4. Laughter is an aerobic exercise equivalent to any other standard aerobic exercise.
5. Laughter increases the levels of endorphins – the body's natural pain killers.
6. Laughter helps control high blood pressure by reducing the release of stress-related hormones.
7. Laughter helps dump depression, anxiety and psychosomatic disorders.
8. Laughter Yoga™ makes us more creative and imaginative. It improves our sense of humor.
9. Laughter shrinks the hurts of everyday life to a smaller, if not inconsequential size. It interrupts the power struggle and defuses anger by releasing it.
10. Laughter helps individuals be more self-confident and self-expressive.

For more information about Laughter Yoga in Los Angeles, please visit www.laughangeles.com; or contact Sebastien Gendry at (626) 755-5999.

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High resolution .jpg picture available at <http://www.laughangeles.com/mediaroom.php>

