



YOGA & LOVE

vishwanath iyer

Media Kit

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the **yoga and love** movement



Most people in America understand yoga as a great way to stay fit and healthy, but what we have come to know as Yoga is not even 10% of its full magnitude.

Yoga has the power to transform every aspect of our lives, including the most precious part of all: our ability to find love. With divorce rates hovering around 50% in the United States, the way in which we enter and maintain relationships is clearly a huge and painful problem for many.

Vish Iyer's book debut Yoga and Love identifies why we have so much trouble finding true love and teaches us step by step how to go about finding the love of our lives. This is **the first book in the western world that teaches how to find long-lasting, meaningful love through practicing the ancient wisdom of Yoga.**

Due to release early 2013. More information at www.yogaandlove.com



vishwanath (vish) iyer

Often described as a maverick, rebel **Yogi, speaker, author, actor, workout junkie, coach and entrepreneur**, Vish is a rare cocktail of spirituality, science and business. His own 30-year meditation practice – combined with a Brahmin family lineage that has produced several generations of Vedic Yoga scholars & masters – has instilled in Vish a diehard belief that solutions to all human problems (including finding romantic love) lay in Yoga meditation and the Yoga lifestyle.

Given his undergraduate and graduate degrees in fields as varied as biology, French, information systems and business, it is ironic to see his extraordinary insight into the psyche of love. Vish has had careers in the software and real estate industries and had single handedly built real estate assets worth 55 million dollars in less than two years and in the next two years lost it all.

Vish has lived in India, Southern Africa and the U.S, presently lives in Los Angeles with his wife Deypika. He considers getting laid off from his software consulting position as one of his greatest blessings as it liberated him to pursue his Dharma. In his free time, he can be found drinking chai, laughing, watching movies with his wife or boxing away in a Mixed Martial Arts gym. His motto in life is “find happiness within first; all good things will follow.”

He is at the moment excitedly awaiting both the release of his book Yoga and Love and his first movie as a lead in Hollywood.





news release

Secret to Lasting Relationships? Making 'Happy a Habit' with Ancient Techniques in "Yoga + Love"

Los Angeles, Calif., Dec 2012 -- When it comes to romance, many lonely hearts settle for a string of failed relationships – relationships that only serve to camouflage the voids in their lives. They often feel they're too damaged or unworthy to attract authentic love, much less an ideal partner.

In "Yoga + Love," debut author Vish Iyer reveals a scientific system that teaches singles how to "live for love" by establishing a clear conception of a loving relationship and unlocking their heart's potential.

"Too often people are intrigued and attracted by tragic love stories, from 'Romeo and Juliet' to modern-day tales of unrequited love," says Iyer, A Yogi and transformational speaker who descends from a long line of Vedic yoga scholars. "Is it no wonder, then, that their own love stories are riddled with pain and suffering? Perhaps the greatest tragedy of all is our tendency to block ourselves off by putting so many conditions around love."

By sharing the story of how he attracted his wife, Deypika -- the great love of his own life -- Iyer conveys time-honored and time-tested techniques of yoga breathing, mantra and meditation to





teach readers how to better know themselves. The key, according to Iyer, is cultivating prana, or life force, to help foster a life where being happy becomes a habit. In this way, our positive thoughts and feelings become a magnet for attracting our ‘Soul Help Mate,’ that person who can help, support, and motivate us in the Soul’s spirit of unconditional love.

“Prana is the ‘love thermostat,’” says Iyer. “More prana, more love. All of the guiding principles in this system are designed specifically to increase prana, including doing your dharma (or working on a career you love). These techniques can be compared to those that harness the universal law of attraction, but you need prana to activate that law.”

Through “Yoga + Love,” you’ll discover how to:

- Clear out the emotional baggage that prevents you from attracting love
- Build your self-esteem and become emotionally self-sufficient
- Remain happy and retain a positive attitude under all circumstances.
- Attract the love of your life and eliminate doubt in recognizing “the one.”

Iyer’s regimen also includes techniques for transforming our inner environments and outer lifestyle through positive affirmations, yoga diet and exercise, as well as harnessing the power of our dharma (life’s purpose) and channeling sexual energy into creative pursuits.

These lifestyle changes are designed to help you become more in tune with your soul and find a place of previously unattainable peace. These are the same techniques that have been recommended for thousands of years by Vedic scholars to those who seek to become their best selves through the power of love.

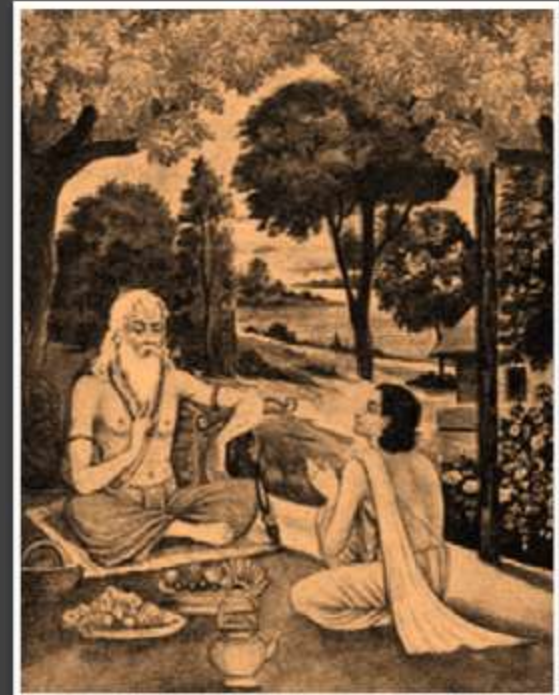
Vish's 7,000 yrs. old lineage

Vish's father was the first in a long continuous lineage (potentially 7,000 years) of Vedic Yoga masters to move away from the family business, choosing instead to teach Engineering. Some of the notable figures attributed to his lineage are the great Yogi, Vashishta (also known as the Guru of King Rama) who wrote the first Yoga book, Yoga Vashishta; Yogi Yagnavalkya, the famous author of several Yoga works; and more recently Yogi Appaya Dikshit.

Vish's ancestors oversaw Vedic schools where several of Southern India's noted scholars were trained. The training routine in this system involved waking at 3 A.M. daily, followed by intense Yoga practices of mantra chanting, pranayama and meditation three times a day. In addition, the Vedic Yoga tradition involved mandatory obedience to diet restrictions, adherence to moral principles and strict restrictions on "dos and don'ts" as prescribed by the ancient Yoga scriptures.

Vish has been trained in this Vedic Yoga system since the age of seven. No matter how much he has tried to shy away from a lineage of such high standards, his deep Yoga DNA has constantly pulled him towards his family business: The imparting of Vedic Yoga wisdom. The only difference between Vish and his ancestors is that Vish applies his Yoga training toward helping people solve practical problems (finding the love of one's life, finding one's calling in life) inherent to modern life.

Vish makes no claims about being a spiritual Guru or having the spiritual advancement of some of his stalwart ancestors. He has committed himself to sharing only what he has experienced, and his credibility stands on his own personal story of how he found his wife Deypika through Yoga practice. He believes anyone in this world can find love through the practice of Yoga.



Saint Vashishta



in the media...

The San Diego
Union-Tribune



YOGA
MAGAZINE

Television & Film

ABC's Wellness show
Featuring Vish on "The Ripple Effect"
discussing his book,
airing early 2013

Time Warner cable
Bought Vish and his
wife Deypika's Yoga
wedding documentary
and has been airing it
for six years

YouTube
With over .5 million
viewership, "Deypika's
Wedding" is a YouTube
phenomenon

Cox cable
Also airs "Deypika's
Wedding," the wedding
documentary

Magazines & newspapers

Yoga Magazine UK
Featured Yoga and Love
"The Secret Yoga Method to
Attract Your Soulmate," Dec.
2009 issue

Malibu Chronicle
<http://www.malibuchronicle.com/yoga-love/>

The San Diego Union Tribune
Wrote a feature on their
wedding
www.utsandiego.com/uniontrib/20050102/news_lz1j2portrait.html

India Abroad
<http://www.vinodfilms.com/reviews.html>

Radio Shows

Harry and Phil Marvelous
Mondays talk show

Women's Recreation radio
<http://yogaandlove.com/blog/>

India Abroad



Q & A



Tell us about the form of Yoga you're using:

“The form of Yoga I'm using has nothing to do with the physical aspect of Hatha Yoga, which is what most people in the west mistakenly call Yoga. I teach all aspects of Yoga, the physical (hatha yoga), mental/emotional (pranayama) and spiritual (meditation aspects) to make an individual express their highest potential. Yoga is a tool to manifest your highest potential.”

Give me your thoughts on Yoga in the new Generation here:

“It is great that Yoga is one of the fastest growing businesses in the country. As more and more people get more and more stressed, people are asking some existential questions like, why is this happening, who am I, what is love?”

Yoga has stood the test of time, talk to me about this:

“The function of quality is anything that stands the test of time. Yoga originated in India and has lasted for thousands of years because of its timeless benefits it bestows on humans. More peace, more love, more fitness and overall contentment of life.”

Talk about the 7 keys you mention on the site:

“The word Yoga has many aspects to it. The mantra of our message is: ‘Fix the inside and as day follows night the outside will fix itself.’ The question is what do you do to work on yourself to get ready for love? It is definitely more than a great outfit or working on your body. Yoga wisdom has some of the best self-transformational tools. We as humans are divided into body, mind and spirit. To work on yourself is to work on these three layers.

The seven Yoga keys help make you a holistic, magnetic person who can express your own highest potential. They are:

- Yoga meditation (To connect with the love within yourself)
- Mantra practice (positive affirmations)
- Pranayama (Emotional healing)
- Doing your dharma (having a passionate career)
- Hatha Yoga (postures for physical fitness)
- Magnet diet
- Sex transmutation...”

Yoga and Love, talk to me about this:

“The word Yoga is from the root word Yuj in Sanskrit which means to yoke two things or bring two entities together as one. In love we do the same thing, we look to merge with another person. Hence Yoga is the most powerful way to find and become one with another person. Yoga gives systematic tools to find the love of your life.”

Love Magnet Diet list, give me your take on these:

“You are what you eat. Everything in this world is made of energy. In the Yoga system, foods have been classified as those that magnetize you (or increase your power of magnetism and those that deplete it). Hence the love magnet diet is list of foods which increase your ability to manifest your highest ‘mojo.’”

Talk to me about your inspiration behind Yoga and Love:

“The entire inspiration comes from my wife Deypika Singh whom I met on a movie set almost ten years ago. She is an absolutely beautiful person inside and out. She has been the backbone of my book and movement. She embodies everything an ideal partner, wife should have. She is indeed a dream come true for me. I know yoga techniques work for finding romantic love just because I found my wife. She is the living testimonial.”



Contact

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