

SYNOPSIS Filmmaker Kate Churchill is determined to prove that yoga can transform anyone. Nick Rosen is skeptical but agrees to be her guinea pig. Together they circle the globe, encountering celebrity yogis, true believers, kooks and world-renowned gurus. Tensions run high as Nick's transformational progress lags and Kate's plan crumbles. Ultimately, what they find is not what they were looking for. Features B.K.S. Iyengar, Pattabhi Jois, Norman Allen, Sharon Gannon, David Life, Gurmukh, Dharma Mitra, Cyndi Lee, Alan Finger, Rodney Yee, Beryl Bender Birch, Shyamdas, Diamond Dallas Page and many more!

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ENLIGHTEN UP!

A skeptic's entertaining journey into the world of yoga

- Follows a successful limited theatrical run (to rave reviews) in markets including NY and LA, with a current box office of \$250k.
- Timed to release on DVD for the holidays, ENLIGHTEN UP! offers a humorous yet sincere, in-depth view of yoga, making it the perfect gift for the yoga enthusiast... or a skeptical friend.
- According to a 2008 survey by *Yoga Journal*, 15.8 million Americans practice yoga, with another 18.3 million "very interested" in starting the practice.
- Bonus material offers exclusive extended interviews with the most famed gurus practicing today, including Yogacharya B.K.S. Iyengar, named by *Time* as one of the 100 most influential people in the world.
- Ads to run in *Yoga Journal*.
- Grassroots marketing and PR campaigns will target yoga, new age, and politically progressive publications and sites (*Yoga Journal*, *Mother Jones*, *Organic Style*, etc.), promote through yoga studios nationwide and offer clips and DVD giveaways on blogs.

PRODUCT INFORMATION

Prebook: Oct 20

Release: Nov 10

DVD FEATURES: Deleted scenes, extended interviews with yoga gurus, short film about Norman Allen; photo montage.

SRP: \$26.95 U.S., \$29.95 CAN

LANGUAGE: English

CAT NO. NNVG202321

FORMAT: Single

COLOR: Yes

UPC 7-67685-20232-6

PACKAGING: Standard Amaray

WIDESCREEN: Yes

ISBN 1-4229-6493-0

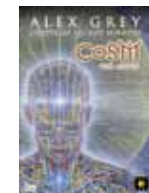
LENGTH: Approx. 82 mins. + extras

UNITS PER CARTON: 30

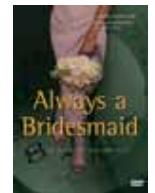
GENRE: Documentary

YEAR: 2008

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