

For Immediate Release

Press Contact:

Gina Swanson, 763-268-0762, gmscommunications@comcast.net

Matthew Sanford Serves as Keynote Speaker at Donna Karan's Well-Being Forum in New York City

Minneapolis-St. Paul, Minn. (May. 4, 2007) — At age 13, Matthew Sanford's life changed in an instant when his family's car skidded off an overpass, killing his father and sister, leaving him paralyzed from the chest down. For 12 years Sanford painfully accepted the advice of doctors to forget the lower half of his body—until he discovered yoga. With a heightened awareness, Sanford reconnected his mind and his body for the first time since the accident.

Now 41, Matthew Sanford is a nationally recognized paraplegic yoga teacher and expert of mind-body integration. In his new critically acclaimed book, **Waking: A Memoir of Trauma and Transcendence** (Rodale), Sanford chronicles his amazing life experience and helps others—able-bodied and disabled alike—learn how to experience the enlightening powers of the mind-body connection.

Most recently, Sanford was invited to participate in **Donna Karan's** Well-Being Forum in New York City www.urbanzen.org. Sanford will be the introductory keynote speaker on Saturday, May 19. The forum will bring together renowned leaders in integrative medicine from a variety of fields, including medicine, education, corporate and philanthropy. Karan established the Urban Zen Initiative in 2007 to “*create a working environment where the worlds of conventional and alternative medical practices unite to invent new ways of healing, health and well-being for all of us.*” The 10-day Well-Being Forum will raise awareness, as well as funds, to support organizations dedicated to her cause, including The Bravewell Collaborative (based in Minneapolis).

Through the work of his non-profit, Mind Body Solutions, Sanford has become a leading voice for the integration of a mind-body approach into our medical and rehabilitation practices. His message is heard at major health care organizations, conferences and corporations nationwide. In 2003, Sanford won a *Karma Yoga Award* from the *Yoga Journal* for this ground-breaking work in adapting yoga for people living with disabilities. He was also awarded the *Judd Jacobson Memorial Award* (2004) for his work with yoga and disabilities through the Courage Center, a leading rehabilitation facility in Minnesota.

www.Sanfordsanford.com • www.mindbodysolutions.org.

###