

For Immediate Release

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MINNESOTA'S MATTHEW SANFORD NAMED WINNER OF NATIONAL HOMETOWN HERO AWARD

Sanford's Non-Profit, Mind Body Solutions, Will Receive \$100,000

Minneapolis-St. Paul, Minn. (Feb. 20, 2008) — Volvo has announced that Matthew Sanford of Orono, Minn., has been named one of the top three winning heroes in the 6th Annual Volvo for life Awards. Sanford is being recognized in the program's Quality of Life category and will receive a \$100,000 contribution to the charity of his choice. He will receive his award at the Volvo for life Awards Ceremony at New York City's world famous Cipriani's 42nd Street on March 19. During the ceremony one overall Grand Award winner will also be named "America's Greatest Hometown Hero" and will be presented with a new Volvo every three years for the rest of his or her life.

"I am incredibly grateful for the recognition and support from Volvo," Sanford said. "The award is a wonderful breath of fresh air for our non-profit Mind Body Solutions and I'm so thankful for the honor."

The American public selected Sanford and eight other finalists, three in each category of Safety, Quality of Life and Environment. A distinguished panel of judges—including Hank Aaron, Sen. Bill Bradley, Maya Lin, Dr. Sally Ride, Eunice Kennedy Shriver, Dr. Mae Jemison and Edsel B. Ford II—then selected Sanford and two other category winners.

Sanford, now 42, was paralyzed at the age of 13 in a devastating car accident that killed his father and sister. He has since become a nationally recognized yoga teacher, critically acclaimed author and a leading voice in the integrative health movement who has inspired and enhanced the lives of thousands. His memoir *Waking: A Memoir of Trauma and Transcendence* (Rodale/June 2006) comes out in paperback this spring and includes a new afterward.

Sanford's inspirational voice and work reaches a variety of audiences nationwide. He teaches and keynotes at national yoga conferences and studios around the country; presents seminars to major health care organizations, including Mayo Clinic; and brings his unique and powerful message to corporations nationally. In 2007 he presented at Donna Karan's Urban Zen Initiative, a forum that brought together renowned leaders in integrative medicine and healing therapies. His other honors include *Yoga Journal's* Karma Yoga Award, the Judd Jacobson Memorial Award, and KARE-TV's Eleven Who Care Award.

www.matthewsanford.com • www.mindbodiesolutions.org.

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