

PRESS KIT



THE *Virtual*
BREATHING
FESTIVAL



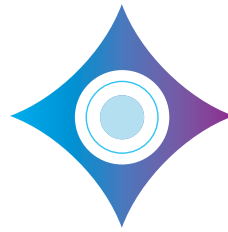
Change Your Breath. Change Your World.

Press Release

For Immediate Release

Media Contact

Marie Lazzara
 JJR Marketing
 630-400-3361
 marie@jjrmarketing.com



THE *Virtual* BREATHING FESTIVAL

The Breathing Festival Empowers Participants to Change Their Breath to Change Their World
The International Center for Breathwork (ICFB) Plans Second Annual Festival for February 11-28, 2021

(Cabo San Lucas, Mexico and Everywhere Online) Nov. 20, 2020—Coming from a successful inaugural event, the international center for Breathwork will hold its second annual presentation of The Breathing Festival online from Feb. 11-28, 2021.

Planned for three long weekends in February—Feb. 11-14; Feb. 18-21 and Feb. 25-28—the festival will showcase empowering sessions with over 50 of the world’s leading breathwork practitioners. The event boasts 12 days filled with lectures, experiential breathing sessions; breathing tools, tips, tricks and hacks for daily life; conscious music and cutting-edge breathing technology. Confirmed speakers are on the website and the full schedule will be announced in January.

Visit our festival page to see all of our presenters whose teaching methods include Rebirthing, Holotropic, Transformational, Neurodynamic, Breath Holding, Buteyko, Ecstatic, Shamanic, Biodynamic, Vivation and Breath of Love, to name a few.

“The mission of the festival is to encourage all people to become more aware of their own breathing and then to learn how to breathe in different ways to achieve very specific and often remarkable results,” said Dan Brulé, co-founder of The Breathing Festival. “Our theme is: ‘Change Your Breath. Change Your World.’ We want to show people how they can use conscious breathing to improve nearly any part of their life.”

According to ICFB, conscious breathing, or breathwork, can help boost a person’s low energy or mood and increase concentration and productivity. It can also provide fast-acting and lasting relief for stress, trauma, pain, anxiety and depression. Breathwork is used by top athletes and elite military to improve performance and unlock higher potential.

The Breathing Festival and the International Center for Breathwork marry my deepest yearning to connect people with my desire to spread healing and love and my passion for creating experiences through events,” said Nicole Price, Co-Founder and CEO of The Breathing Festival. “I am so excited about the possibilities. I love that our 2021 virtual event will touch hundreds of thousands of people (maybe millions!) and my vision is clear of the day we will come together in Cabo to breathe in-person as humans raising the vibration of our planet.”

In addition to the activities, the festival will host The Second Annual Tribute to Leonard Orr, prolific writer, spiritual teacher, philosopher, and the father of the modern breathwork movement and the creator of the Rebirthing conscious breathing technique. Because of Orr and his contributions to society, millions of people around the world have embraced breathwork as a lifestyle path.

Tickets start at only \$11 for a full 12 days of access to all of the sessions streaming during the festival. Tickets can be purchased by visiting thebreathingfestival.com.

A very limited quantity of VIP tickets are available for people who want to interact personally with the presenters in live online Q+A chat sessions each festival day.

For more information, visit thebreathingfestival.com.

About The International Center for Breathwork:

The International Center for Breathwork was started by Dan Brulé, VJ Odedra, Nicole Price and Marc Taylor as a place to welcome and support all styles, types, modalities, practices, flavors and kinds of breathwork and to spread the practice of these simple yet often unknown concepts throughout the world. Born in 2020 during the global pandemic, it arose from a desire to show people simple ways to shift our lives into better places by changing the way we breathe.

Our world is under tremendous stress and many things are changing. Breathing techniques are the most effective, accessible and natural tools for navigating and integrating those changes. Some techniques lead to more mindfulness, which leads to more awareness, which gives you more influence in your world. Other techniques increase or decrease energy, release blocked emotions, develop the self, increase emotional intelligence, and reclaim the energy lost from chronic pain. The ICFB is the largest gathering place for these many diverse styles of breathing and makes them all available through The Breathing Festival and its membership program.

The Breathing Festival was created as a way to share breathwork in a fun, exciting, mainstream event that is accessible to as many people as possible. The virtual festival in 2021 gives us the opportunity to reach people in every single corner of the globe. That’s our vision and we’ve got a lot of amazing people working with us to achieve it. We dream about healing the world by healing ourselves and we use our breath to do that.

The Breathing Festival, February 11-28, 2021

Learn to improve any aspect of your life through the power of your breath. Learn from the best experts in breathwork on the planet. Take part in empowering discussions, life-awakening breathing experiences, breathing tools for everyday living, conscious music, cutting-edge breathing technology and more. Tickets start at only \$11 for a full 12 days of access to Change Your Breath. Change Your World.

Festival Sessions & Events Descriptions

The Festival will run from Thursday – Sunday over three weekends in February: February 11-14; February 18-21; February 25-28, 2021. Each festival day will be broken into lectures, experiential breathing sessions and “toolkits” which are tips and tricks for bringing breathwork into your everyday life. Confirmed speakers are at thebreathingfestival.com and the exact daily lineup will be announced in January.

A festival ticket includes access to all of the sessions streaming during The Breathing Festival. A very limited quantity of VIP tickets are available for people who want to interact personally with our presenters in live online Q+A chat sessions each festival day.

Speakers

Over 50 of the world’s leading breathing experts are confirmed to share their teachings, guide participants through experiential breathwork sessions and add tips to their breathing toolkits at The Breathing Festival.

- **Mark Divine**, Navy SEAL Commander and author of *Unbeatable Mind*
- **Barnet Bain**, Hollywood film producer
- **Dan Brulé**, founder of Breath Mastery and author of *Just Breathe*
- **Rollin McCraty**, PhD Executive VP and Director of Research at the HeartMath Institute
- **Stig Severinsen**, four-time world freediving champion; holder of multiple Guinness World Records and author of *Breatheology – The Art of Conscious Breathing*.
- **Samantha Skelly**, Founder of Pause Breathwork and author of *Hungry for Happiness*
- **Dr. Ela Manga**, Founder of Breathwork Africa and author of *Breathe: Strategizing Energy in the Age of Burnout*
- **Dr. Belisa Vranich**, clinical psychologist, leading expert in mental health and author of *Breathe: The Simple, Revolutionary 14-Day Program to Improve your Mental and Physical Health*
- **Kathleen Booker**, “The Jedi of Calm,”
- **Ayo Handy-Kendi**, “The Breath Sekou,” founder of Optimum Life Breathology and Optimum Life Breathology.

Lectures

Learn the science and philosophy—both mainstream and cutting-edge—behind breathing and breathwork! New lectures are aired every day of the festival. Esteemed teachers and lecturers include neuroscientists, medical researchers and philosophers. Notable topics include: polyvagal theory, heart rate variability (HRV), coherence (intrapersonal and interpersonal), technology and apps for personal use. Lectures last 45 minutes.

Experiential

Join us for an actual experience of breathwork each day of the festival! Each experiential session lasts from 90 to 120 minutes. Breathwork journeys will be expertly guided by one of the world's top teachers.

Tools, Tips and Hacks

Learn practical breath techniques that can become a part of daily life. These simple techniques and practices are how breathwork can help boost a person's low energy or mood and increase concentration and productivity. These tools empower people with fast, lasting relief for stress, trauma, pain, anxiety and depression. The Tools, Tips and Hacks presentation last 25 minutes.

Breath Tank

Looking for some guidance on great products to help increase breath awareness? Breath Mastery's Dan Brulé tests and plays with a variety of new and current products in his presentation. He will share his honest assessment with participants and they will have the opportunity to vote for their favorite product.

Music

Every Saturday during The Breathing Festival, at 9pm ET / 2 am GMT, join us to combine music with breath, singing and dancing to original music recorded for the festival by some of our favorite conscious artists.



Website: thebreathingfestival.com

Contact: Marie@JJRMarketing.com

Founded: May 2020

Story Angles

Joining Together in One Breath: Presented by the International Center for Breathwork, The Breathing Festival began in San Jose del Cabo, Mexico in February 2020 as a festival to attract and educate people around the world about the various teaching methods and healing powers of breathwork. For 2021, The Virtual Breathing Festival will take place from Feb. 11-28 for three weekends. A representative can talk about background on the creation and how the festival has resonated with participants.

What is Breathwork?: We, as humans, breathe every day and do not give much thought to it. Breathwork is something different. It is described as a therapy that utilizes breathing exercises to improve mental, physical, and spiritual health. There are also many different types of breathwork like: biodynamic, neurodynamic, rebirthing and holotropic. The International Center for Breathwork, an organization whose mission is to bring the benefits of breath awareness and conscious breathing to every human on the planet, can describe the types of therapy.

Asking the Experts: Participants joining The Breathing Festival will experience a wealth of knowledge as they hear and see over 50 breathing practitioners—neuroscientists, medical researchers, and philosophers—to give tips, tools and sound advice whether one is a beginner or seasoned expert. These breathing techniques can help people diffuse anxiety, stress, insomnia and depression. A festival representative can give background on the speakers and simple tips that your audiences can use to help them.

Honoring Leonard Orr: The Breathing Festival will hold its second annual tribute to Leonard Orr, who is considered the father of the modern breathwork movement. Every school or style or method of breathwork developed over the past 40 years gives a debt of gratitude to Orr who is the creator of the conscious breathing technique called Rebirthing. A festival representative can explain Orr's positive contributions to breathwork and his technique.

Can you tell me more about The International Center for Breathwork? What is the mission of your organization?

Our mission is to bring the benefits of breath awareness and conscious breathing to every human on the planet. The Breathing Festival is our primary channel for achieving that mission. Your breath is a reflection of your inner world and we can use our breath intentionally like a rudder to control the flow of that inner world. We want everyone to understand this power.

Why was The Breathing Festival created and what does it offer? How many people did you receive from the first event?

The festival began as a live in-person 21-day event in Los Cabos, Mexico. The intention is to become the world's largest gathering about breathing and breathwork and to bring our message of the benefits of breathwork to everyone. The festival is a central gathering place for all forms of breathwork and a unique opportunity for cross-pollination and new ideas. Our first event in February 2020 was beautiful and intense with 30 presenters and over 100 attendees representing 12 countries. Now that we are going virtual for 2021, our capacity to engage others in this movement has grown exponentially.

Can you talk about the event going virtual this year and what participants can expect?

The opportunity to bring the festival to the entire world by going virtual was not part of the original vision, but it has become a core component of the event that we've discovered even further fulfills our mission. But going online has also brought tough challenges. Breathwork is as much about the felt experience as it is about the understanding about how the breathing practice works. This is why the festival includes experiential sessions that lead the participants through an actual breathing experience and music sessions that combine breathing with moving and music.

When did breathwork therapy begin and what are its benefits to people?

Breathwork is the modern term for a collection of ancient breathing practices that date back millenia. Modern breathwork experienced a resurgence in western culture in the 1970s and is experiencing another surge of popularity today. The benefits of breathwork are far too many to list here but include: longer life, more energy, better health, pain relief, personal growth, stress management, reduce anxiety, asthma relief, more creativity, better leadership, and improved sleep.

Who are some of the well-known breathwork practitioners?

Visit our website to see our list of lots of today's well-known breathwork practitioners!

Did this kind of therapy begin with Leonard Orr, the creator of the technique called Rebirthing?

Leonard Orr is credited with creation of the breathwork modality known as rebirthing. However, breathwork therapy, or conscious breathing, has been practiced by many cultures around the world for thousands of years. At their core, these breathing practices are organized around the movement of energy in and around the body by using specific breathing techniques. There are many other different forms of breathwork besides rebirthing that improve everything from athletic performance, immunity, energy, longevity, concentration, self-confidence, stress, anxiety, and chronic pain.

There seems to be different kinds of breathwork therapy. Can you describe these types? Is one better than another?

There are many, many different kinds of breathwork. A better starting place to understand the scope of breathwork is to start by asking yourself "What about myself do I want to improve?" The answer to that question will guide which breathwork modality is better for you. One of the best parts of The Breathing Festival is that we bring presenters from all corners of the breathing universe together in one place where you can learn about them all.