FOR IMMEDIATE RELEASE

Yoga and Vegetarianism
The Diet of Enlightenment

A new book by Sharon Gannon with a foreword by Ingrid Newkirk

"Through the practices of yoga, we discover that concern for the happiness and well-being of others, including animals, must be an essential part of our own quest for happiness and well-being. The fork can be a powerful weapon of mass-destruction or a tool to create peace on Earth."—Sharon Gannon

Yoga and Vegetarianism presents the novel and innovative argument that the rationale for vegetarianism goes beyond the yogic precept of non-harming (ahimsa). Sure, ahimsa is a no-brainer. But how could brahmacharya—sexual continence—be related to vegetarianism? Sharon answers that question and more in a provocative, engaging and at times humorous exploration as she explains how the five yamas (ethical precepts) of Patanjali’s Yoga Sutras—non-harming, truthfulness, non-stealing, sexual continence and greedlessness—compel the committed yogi to adopt a vegetarian lifestyle. Sharon’s argument expands your capacity for living your yoga.

A practical manual for yoga teachers, yoga practitioners and anyone interested in improving their physical, mental and spiritual health and well-being, Yoga and Vegetarianism includes a glossary of relevant terms; stunning facts about the harmful environmental effects of raising animals for food; answers to the questions most frequently asked on this topic by students all over the world; a guide to relating your asana practice to vegetarianism, environmentalism and political activism; a 21-day cleansing diet which will help you not only lose unwanted pounds, but also transition to a more yogic diet; a list of useful external resources, including books, websites and DVDs to help you continue your exploration of this subject; and inspirational quotes.

"As all great radical activists have done, Sharon has changed the way that yoga practitioners, as well as ordinary people, view animals and themselves.”—Ingrid Newkirk, PETA

"Refraining from eating animal products has given me a more happy life. I recommend this book and these ideas.”—Russell Simmons, CEO Rush Communications

"Sharon is a modern, compassionate, well-informed voice for Self-realization and planetary change.”—Seane Corn, yoga teacher and co-creator of Off the Mat and Into the World

"Sharon’s writing is born from her commitment to walking the talk.”—Michael Franti, musician

Distribution: Publishers Group West 510.809.3700 info@pgw.com
Retail orders: Kat Sanborn 415.526.1383 kat@palacepress.com
Publicity contact for review copies and interview requests: Eileen Duhne 415.526.1375 eileen@palacepress.com

Author Sharon Gannon is the co-creator with David Life of the Jivamukti Yoga Method, a path to enlightenment through compassion for all beings. She is a pioneer in teaching yoga as spiritual activism and is credited for making yoga cool and hip. Sharon is the author of several books, including Jivamukti Yoga and The Art of Yoga, and she has produced numerous yoga-related DVDs and music CDs. She resides in a wild forest sanctuary in upstate New York.