

Yoga Nidra book presentation at lanos bookstore, Thessaloniki on November 4, 2009

Garuda Hellas publishing house, in cooperation with lanos bookstore, organized a highly successful presentation of the Greek edition of the book "Yoga Nidra" by Swami Satyananda Saraswati. The presentation took place on the first floor of the lanos main bookstore. Ms Eva Karaitidi, editor and member of the Board of Garuda Hellas, chaired the presentation and introduced psychologist Christina Kalogianni, psychiatrist Dr Konstantinos Fytopoulos and yoga teacher Ms Elsa Chrysanthou.

Each of the speakers approached the subject from a scientific point of view as well as from their own personal experience, and expanded on the beneficial effects of Yoga Nidra.

More than 150 people, aged 18 to 80+, attended the event, exceeding expectation and the venue capacity.

The subject was so capturing however that everyone remained for the entire presentation, even all those standing.

The presentation was followed by a constructive question and answer session and discussion.

All the participants were given a presentation folder containing a pen and notebook branded Garuda Hellas and a free CD with the practice of Yoga Nidra.

During and after the book presentation Garuda Hellas publications were available for sale.

As part of the promotion strategy, a letter of invitation to the book presentation was sent to 400 psychologists and psychiatrists. A warm and positive response was received even from those who were not able to attend the event, expressing their interest in the subject and intention to purchase the book "Yoga Nidra".

Garuda Hellas expressed its deepest gratitude to Swami Sivamurti, who was and continues to be the inspiration and driving force behind every event and activity.