



The Chatwal Launches a New Partnership with Yoga Instructor Eddie Stern and Healthwirefm

NEW YORK, NY (July 17, 2018) – The Chatwal, New York, an iconic hotel in the heart of Manhattan’s theater district, has added an exclusive new component to its wellness program with the launch of a partnership with world renowned Yoga instructor *Eddie Stern* and digital broadcast network Healthwirefm.

This initiative includes in-room Yoga and Pranayama sessions guided by Eddie Stern, with music by Moby. This is a complimentary service made available by Healthwirefm in English and Spanish language through the hotel’s in-room iPads

Pranayama is the practice of balancing the nervous system through breathing techniques that are central to yoga. Eddie Stern provides step-by-step practices to calm the mind, help improve resiliency, and bring more flexibility to the body. These lessons give hotel guests the tools to enhance and channel prana, or the vital life force of breathing, from the comfort of their Chatwal accommodation.

As part of the mindfulness efforts at The Chatwal, Eddie Stern’s practice is also available for purchase as a yoga retail card in the hotel’s concept store ‘Giftique’ allowing hotel guests to access the lessons and continue their exercise from anywhere in the world.

“The luxury offerings of the Chatwal Hotel and the dynamic cultural offerings of New York City are best enjoyed when our bodies are feeling energetic and balanced, and our minds are calm, present and ready to seize the day,” says Stern; “The ancient practices of yoga, breathing, and mindful practices do just that - and they also can help you wind down and restore after a day spent outside at museums, theater, shopping or walking through the streets of Manhattan.”

“We are delighted to partner with the most loved, admired and respected Yogi, Eddie Stern. We could not have chosen a better qualified expert and professional in the Yogic traditions to launch our ‘wellness program’. Often recognized as ‘The Jewel of Manhattan’ our boutique luxury hotel is favorite of the most accomplished, cultured and world-travelers who increasingly seek the *true luxury of health, happiness and harmony*. Rooted in the ancient times and adapted to the current needs the Yoga practices Eddie Stern offers our guests are ideal wellness choices for visitors to relax, rejuvenate and revive in the serene setting of the oasis which is The Chatwal, New York.” says *Ashish Verma, Vice President Luxury Division at The Chatwal Hotels & Resorts.*

The Chatwal, a Luxury Collection Hotel

Located in the heart of Manhattan, The Chatwal Hotel bridges classic and contemporary like no other. Nestled between Rockefeller Center, Bryant Park, and the Theatre District, the landmark hotel, originally built in 1905 by Stanford White, has been beautifully restored and renewed by master architect Thierry Despont and re-launched in 2010 with 76 rooms and suites, several of which feature spacious terraces. Carefully selected amenities, professional butler service, and bespoke service make it an ideal choice for both leisure and business travelers. The hotel is home to the Red Door Spa by Elizabeth Arden and the famous Lambs Club Restaurant. The Chatwal was recently recognized amongst the Top 10 Best Hotels in New York City by Travel + Leisure's 2018 World's Best Awards and amongst the Top 15 Best Hotels in New York City by Conde Nast Traveler's 2017 Readers' Choice Awards. The property was also recently included in Town & Country's handpicked collection of finest properties in New York. Managed by Dream Hotel Group, The Chatwal New York is the flagship property of The Chatwal luxury brand with expansion plans in urban and exotic destinations. Please follow the opening of The Chatwal Lodge, Bethel, New York; The Chatwal Vines, San Miguel de Allende, Mexico; The Chatwal Resort, Valle de Guadalupe, Mexico; The Chatwal Resort & Golf, Soto Grande, Spain and more at www.thechatwalny.com.

About Yoga Instructor Eddie Stern

Eddie Stern is a yoga teacher, author, and lecturer based in Brooklyn, New York. He is known for his multi-disciplinary approach to furthering education and access to yoga, as well as his teaching expertise in Ashtanga Yoga at his school, the Brooklyn Yoga Club. He works with LIFE Camp, a gun- and harm reduction program in Queens, and most recently created *The Breathing App*, a free app that teaches resonance breathing for improved sleep and stress and anxiety reduction. His book, *One Simple Thing: A New Look at the Science of Yoga* (Farrar, Straus, and Giroux) is due out in March, 2019.

About Healthwirefm

Founded by media entrepreneur Martine Dubin, Healthwirefm is the digital broadcast network dedicated to featuring worldly expeditions, dialogues around the greatest questions of our time, and lessons by the most sought-after teachers, including Deepak Chopra and Eddie Stern. Healthwirefm makes it's shows and practices continuously available across all continents and time-zones, reaching viewers across every country and territory in the world.

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