



FOR IMMEDIATE RELEASE

Media Contact: Jillian Nannery, The TASC Group

Phone: 646-723-4344

jill@thetascgroup.com

Marines' Favorite Pinup Girl Katy Perry Asks 28 Million Fans to Help David Lynch Teach Meditation to Veterans for her Birthday Tomorrow

New York, NY – October 24, 2012: World renowned superstar Katy Perry has requested donations be made to the David Lynch Foundation, a U.S. based charity that provides meditation instruction at no charge to veterans suffering from PTSD. Perry asked her more than 28 million Twitter followers to support The David Lynch Foundation in honor of her birthday on October 25. In lieu of gifts, Perry asked for donations to be made to the foundation and plans to tweet about this again leading up to her 28th birthday.

Thousands of veterans have benefitted from Transcendental Meditation, which has been proven to reduce the psychosocial symptoms of stress, anxiety and depression, and regulate the sympathetic nervous system. Perry is a very vocal supporter of our troops, having dedicated several performances to members of our armed forces including kicking off NYC's "Fleet Week" in 2012.

Perry joins a growing number of celebrities who practice Transcendental Meditation, including Oprah Winfrey, Ellen DeGeneres, Dr. Mehmet Oz, Russell Simmons, Jerry Seinfeld, Paul McCartney, Ringo Starr, Martin Scorsese, Clint Eastwood, Sheryl Crow, Moby, Ben Harper, and Laura Dern.

With the third largest Twitter following on the globe, Perry's reach puts her in the unique position to raise awareness about the benefits of meditation and to raise funds for the foundation. Perry's specific tweet, "Transcendental meditation changed my life. For my birthday I would love to pay it forward. In lieu of gifts, donate <http://bit.ly/TDohFR>," has been retweeted 3,392 times and counting.

Perry's personal experience with meditation inspires her support for The David Lynch Foundation. "I have been meditating for two years now, and it's the best thing I have ever done to help bring more creativity, positive energy and peace to my life," said Perry. "When I'm tired,

stressed, anxious or depressed, I meditate, and it clears my mind, and makes me feel relaxed and happier. I have shared the meditation experience with my friends, and recommend it to everyone I know.”

"I support the David Lynch Foundation because it brings Transcendental Meditation to millions of adults and children all over the world who suffer from post-traumatic stress, such as veterans, inner-city school kids, and women and girls who are victims of violence,” added Perry.

To arrange an interview with a representative from The David Lynch Foundation, contact Jillian Nannery at The TASC Group at 646-723-4344 or jill@thethetascgroup.com.

About The David Lynch Foundation

The David Lynch Foundation, a 501(c)(3) organization, was established in 2005 to fund the implementation of scientifically proven stress-reducing modalities including Transcendental Meditation, for at-risk populations such as underserved inner-city students; veterans with PTSD and their families; women and girls who have been victims of violence, rape, and abuse, American Indians suffering from diabetes and high suicide rates; homeless adults and teens participating in reentry programs; and incarcerated adults and juveniles. For more information, visit www.davidlynchfoundation.org.

###