



FOR IMMEDIATE RELEASE

Media Contact: Kamian Allen
The TASC Group
Phone: 646-723-4344
kamian@thetascgroup.com

**David Lynch and Russell Brand Launch “Meditation in Education”
Global Outreach Campaign to Teach 1,000,000 At-Risk Youth**

**US Premiere of Documentary *Meditation Creativity Peace* Marks Launch of
Campaign at the Hammer Museum on April 2, 2013**

12 Major International Cities Host Screenings Including Rio de Janeiro, Johannesburg, Tokyo & Paris

New York, NY – March 25th 2013: A new documentary highlighting filmmaker **David Lynch** and his decades-long dedication to meditation and its potential benefits to help underserved and at-risk populations will premiere in **Los Angeles at the Hammer Museum’s Billy Wilder Theater on April 2nd 2013 at 7:30 PM.** The documentary will be screened this spring in major international cities as a part of a global outreach initiative to raise funds to teach meditation to 1,000,000 at-risk youth throughout the world. The premiere is sponsored by the **David Lynch Foundation** and will be hosted by Lynch and longtime friend and foundation supporter, **Russell Brand.**

The film follows Lynch during a world tour of film schools and includes highlights of his probing, often humorous, give-and-take with students about his unique creative process, filmmaking, Transcendental Meditation and peace. *Meditation Creativity Peace* is also scheduled to premiere in London, Paris, Berlin, Tel Aviv, Johannesburg, Tokyo, Rio de Janeiro, Buenos Aires, Toronto and other global cities during May and June.

“The traumatic stress of today’s world is taking an enormous toll on youth in every country,” says David Lynch. “Our Foundation was established to ensure that any child in the world who wants to learn the simple technique known as Transcendental Meditation to relieve this stress and develop their full potential can do so. For children growing up in a stressful, often frightening, crisis-ridden world, this is not a luxury. It is a necessity.”

The David Lynch Foundation (DLF), a nonprofit charity, has provided scholarships for over 250,000 at-risk youth to meditate worldwide. DLF brings Transcendental Meditation to underserved populations, including inner-city youth, women and teens who have been victims of violence, veterans with post-traumatic stress, homeless adults and teens and incarcerated adults and juveniles. The Foundation has received public support from Hollywood luminaries such as **Oprah Winfrey, Ellen DeGeneres, Jerry Seinfeld, Martin Scorsese, Laura Dern, Naomi Watts** and **Gwyneth Paltrow.**

The benefits of meditation have been studied and found effective by the **Harvard School of Medicine, the National Institutes of Health, the U.S. Department of Defense, the American Heart Association** and the **American Medical Association.** Meditation has been proven to reduce acute and chronic stress and stress-related disorders, decrease anxiety and depression, help individuals overcome addictions and simultaneously develop the brain and creative potential of the individual for a healthy, productive and self-sufficient life.

For media inquiries or more information about The David Lynch Foundation, contact Kamian Allen at The TASC Group at 646-723-4344 or kamian@thetascgroup.com. Press check in will be at 6:00 PM.

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.

###