

## Media Contacts

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### **Activating the Global Heart**

Benefiting nonprofit activities of the Global Coherence Initiative and Gateways Books

Santa Cruz, Calif. – September 15, 2009- Gateways Books and HeartMath proudly welcome visionaries Gregg Braden, Marci Shimoff, Rev. Wendy Craig-Purcell, and Nina Rothschild Utne to Santa Cruz, joining a team of internationally recognized HeartMath researchers and teachers to present a unique, two-part participatory exploration of the unprecedented movement in consciousness that is happening *now*. A global shift has begun and we are at a crossroads where both chaos and new order are emerging simultaneously. How will we answer the call?

On Thursday evening, October 22<sup>nd</sup> join NY Times best-selling authors Gregg Braden (*The Divine Matrix, Fractal Time*), Marci Shimoff (*Happy for No Reason, Chicken Soup for the Woman's Soul*) and HeartMath's executive vice president Howard Martin, co-author of *The HeartMath Solution*, for a comprehensive journey through uncharted territory. This three hour event (7:00-10:00 pm) will reveal exciting and new information that explores a connection between mass human emotion and our earth's energetic fields. You will also learn how you can take part in a historic research initiative that can help shape the future of our planet. You will learn new information about the heart/mind/body connection and how your individual contribution can impact our collective future.

On Saturday, October 24 from 9:30 am – 4:30 pm special guest Rev. Wendy Craig-Purcell of The Unity Center of San Diego and author of *Ask Yourself This: Questions to Open the Heart, Expand the Mind and Awaken the Soul*, will join Martin and HeartMath's psychophysiological researchers Dr. Rollin McCraty and Dr. Deborah Rozman (both featured in *The Living Matrix* movie), and Utne Reader and FutureFit founder Nina Rothschild Utne for an all-day workshop designed to help you navigate the shift with poise and grace. Learn how to remain happy, resilient and productive during changing times. Discover scientifically validated techniques in applied spirituality, emotional self-management and stress reduction while learning how the earth's energetic fields affect us and how we may be affecting them. Then learn how all this applies to social responsibility in our families, communities and organizations.

Both events take place at First Congregational Church, 900 High Street, Santa Cruz, CA 95060. A healthy, reasonably-priced catered lunch option will be available onsite Saturday, with option to bring your own brown-bag or leave the site during an hour-long lunch break.

[The Global Coherence Initiative](#), launched one year ago by the Institute of HeartMath, is a science-based effort to unite millions of people in heart-focused care and intention – to shift global consciousness from instability and discord to balance, cooperation and enduring peace. While many agree this is what we must all work towards, the question for many is how do we achieve this. Answers to this question and more will be explored throughout the two-part event.

All speakers are donating their fees to benefit the nonprofit works of the Global Coherence Initiative and Gateways Books's integral contributions to the Santa Cruz community.

With more than 16,000 members to date from all parts of the globe (membership is free at [www.glcoherence.org](http://www.glcoherence.org)), the Global Coherence Initiative offers insightful webinars, opportunities to volunteer for global experiments, and a virtual Global Care Room where you can participate in shared coherence activities three times a day with people all over the world. The objective is to create a network of monitors strategically placed around the world to measure the human impact of coherent emotional output. In collaboration with other international organizations, Global Coherence provides inspiration and community at a turning point in history.

Jack Canfield, an advisory board member and co-creator of the *Chicken Soup for the Soul* Series calls this project "perhaps the greatest experiment in the history of the world."

Advance tickets for "Activating the Global Heart" (\$30 for Thursday; \$80 for Saturday; \$100 for both combined) are available through Gateways Books, either in person (10 am to 9 pm daily at 1126 Soquel Ave, Santa Cruz, CA 95062) or by calling 831-429-9600 or toll-free 877-429-9600. People from out of the area can reserve advance tickets by phone and pick them up at the door. Tickets purchased on the day of the event will be \$40 for Thursday and \$90 for Saturday.

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**About Global Coherence Initiative:**

*[The Global Coherence Initiative](http://www.glcoherence.org) (www.glcoherence.org), launched one year ago by the [Institute of HeartMath](http://www.heartmath.com), The central hypothesis of the Global Coherence Initiative is that the magnetic fields of the earth are impacted by mass human emotion, both positive and negative. To test this hypothesis, HeartMath has developed a Global Coherence Monitoring System (GCMS) which will measure changes in the earth's magnetic field and ionosphere. Through the data provided by GCMS, scientists will be able to study "the relationship between the earth's fields, collective human emotions, behaviors and planetary changes."*

**About Gateways Books:**

*In existence since 1978, Gateways Books and Gifts is one of the most successful bookstores in the country dedicated to the exploration of Mind, Body and Spirit. We are a non-profit organization owned and operated by the Hanuman Fellowship – which also sponsors the Mount Madonna Center for the Creative Arts and Sciences and the Pacific Cultural Center which are retreat centers that feature the best authors in the human potential genre. This affiliation has earned us a loyal following among an ever-widening community of people interested in spirituality, metaphysics and holistic health. The store is 5000 sq. ft. in size.*