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## Sound Off™ Creates Sound Off™ Yoga Experiences on a Global Scale in Celebration of the Second Annual International Day of Yoga

**NEW YORK, NY** — With divisions in Hong Kong, France, Italy and across the U.S., Sound Off is primed to participate in the International Day of Yoga for the second year in a row. While last year's activities included events in New York, Milan and Hong Kong, this year is on-track to truly reflect the international nature of the event.

Sound Off brings yoga to a new level through the use of Sound Off™ Headphones to create Sound Off™ Yoga experiences. Using wireless headphone technology, participants can engage in a fully immersive experience. External distractions are eliminated as only the music and instructor's voice are heard through the headphones. On June 21, 2016 Sound Off is taking the experience global.

The idea for a dedicated day of yoga was first introduced by Prime Minister, Mr. Narendra Modi in September of 2014 when he addressed the United Nations General Assembly saying:

*"Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature."*

It was he who originally proposed June 21 as the annual date, which corresponds with the Summer Solstice, the longest day of the year for the Northern Hemisphere. Additionally, the solstice has great significance for many cultures around the world, including yogic history and traditions. On December 11, 2014, the United Nations General Assembly officially declared June 21 as the International Day of Yoga, receiving global support with a total of 175 nations co-sponsoring the resolution.

Currently, Sound Off™ Yoga events are scheduled in New York, Hong Kong, San Diego, Chicago and Miami, with more locations under way. "We're excited to join the celebration and up the ante from last year," says Castel Valere-Couturier, founder and CEO of Sound Off™ Yoga. "We put a lot of effort into group fitness events, because we know their true value. And we are so excited to participate on such a global scale."

For more information about Sound Off™ Yoga, visit [soundoffexperience.com/services](http://soundoffexperience.com/services). For an up-to-date listing of experiences from Sound Off, visit [soundoffexperience.com/events](http://soundoffexperience.com/events).

### **About Sound Off™**

Sound Off produces a wide variety of events with wireless headphone technology. With Sound Off™ Headphones, each attendee controls their own volume and can tune in to up to three channels of audio from DJs, emcees and video presentations. Working with event organizers and production companies, Sound Off helps create captivating experiences that can only be heard through their noise-isolating LED headphones. With lasting impressions at outdoor events, corporate events, private parties, music festivals, trade shows, weddings, speaking engagements, guided group events and beyond, Sound Off offers complete event production services as well as headsets on a rental basis for events across the U.S., Europe and Asia.

Follow Sound Off on [Twitter](#), [Facebook](#) and [Instagram](#).  
Watch Sound Off experiences in-action on [Vimeo](#) and [YouTube](#).  
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