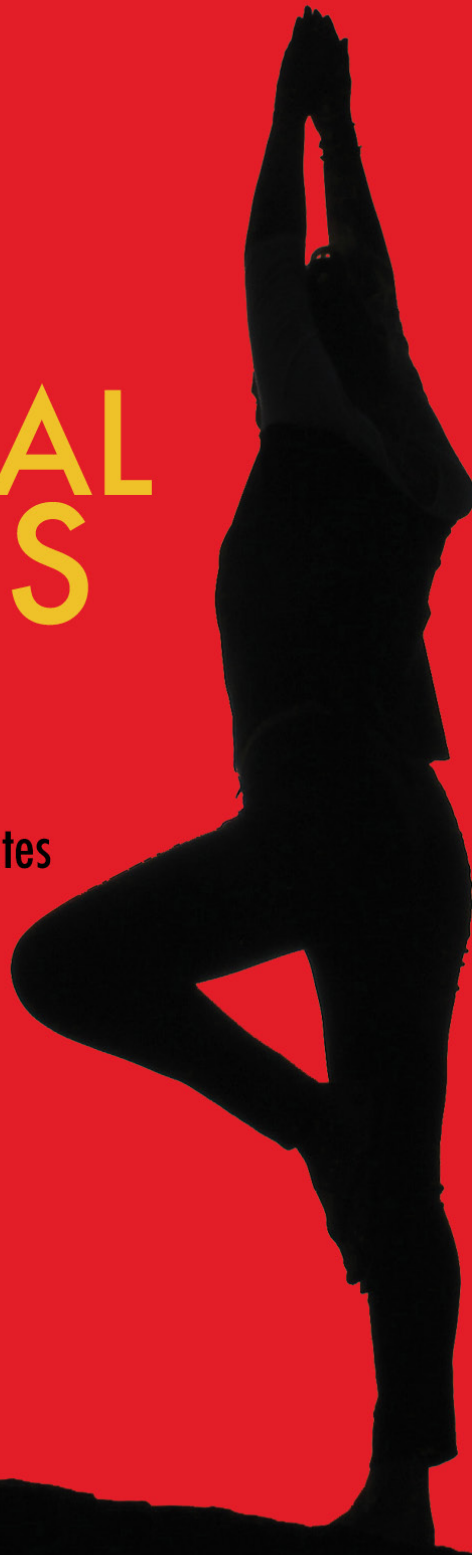


PRODIGAL YOGIS

Aug. 10, 2017
From 10 a.m. to 5 p.m.
At The Pavillion, Redwood Estates

A yoga obstacle course
for K-12 students



A partnership between



Headstand



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FOR MORE INFORMATION, CONTACT:

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PRESS RELEASE

FOR IMMEDIATE RELEASE

TARGET AND HEADSTAND PARTNER TO TEACH K-12 STUDENTS YOGA

LOS GATOS, Calif., Aug. 1, 2017 - Target is partnering with Headstand, a nonprofit organization that works to combat toxic stress in disadvantaged K–12 students through techniques of mindfulness, yoga and character education. The alliance will promote awareness of the benefits of these techniques for youth development. On Thursday, Aug. 10, 2017, Target will host Prodigal Yogis, a yoga obstacle course, at the Pavilion at 21450 Madrone Dr., Los Gatos, CA 95033.

Prodigal Yogis, a free event, will be held from 10 a.m. to 5 p.m., with a hour-long lunch break in between. The event will consist of four activities, in which kids will be assigned different teams to score points and win the Headstand trophy. Winners will be rewarded with yoga kits, including yoga mats from Target, a Headstand “How to Be a Yogi” DVD, Target Platinum membership card and a T-shirt signed by actor Robert Downey Jr.

“Ironman” star Downey, will be the celebrity partner for the event. As the chief guest, Downey will distribute prizes and will be available for photo sessions after the event. He will also speak to kids about the benefits of adopting a healthy lifestyle and how yoga had a positive influence on his life.

The event will consist of the following activities:

- A quiz that will test kids on their awareness of healthy habits, behavior and lifestyle.
- A maze named “The Maze of Emotions” where kids will have to navigate through and overcome certain physically represented emotions using certain tools given to them.
- “The Asana Wall” that kids will pass through by creating certain beginner yoga postures.
- Meditating on sounds in the environment.

Brian Cornell, CEO and board chairman, Target Group, is proud of this new partnership. “Yoga and mindfulness are great tools to organize one’s mind, and we at Target incorporate these practices in the workplace regularly, he said. “Kids will benefit immensely from these ancient techniques.”

(more)

Headstand runs multi-school programs that have positively affected 10,000 students and teachers from three different cities. “It is imperative that we teach the youth techniques of dealing with stress and adversity from a young age. Prolonged stress can have adverse effects on the physical and mental development of children,” said Katherine Priore, founder and executive director, Headstand.

The event is open for all and free of cost. Online registration is mandatory and can be done at <https://goo.gl/R9uXji>.

We fulfill the needs and fuel the potential of our guests. That means making Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional experiences—consistently fulfilling our Expect More. Pay Less.® brand promise.

Headstand empowers at-risk K-12 students to combat toxic stress through mindfulness, yoga and character education. Our integrated programs enhance students' capacity for academic learning and promotes healthy social & emotional well-being.

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BRIAN CORNELL
BOARD CHAIRMAN AND CEO

As the board chairman and CEO of Target Corporation, Brian Cornell heads Target's global business, including more than 1,800 U.S. stores and target.com. Cornell is also the head of the retailer's executive leadership team that works to enhance Target's performance, speed up its digital evolution and live up to its "Expect more. Pay less" image.

Cornell has more than 30 years of experience in the retail and consumer products industry, during which he has served as CEO three times for different companies such as Michaels Stores, Inc., PepsiCo, Inc. and Sam's club. He has also experimented as an entrepreneur for two decades in North America, Europe, Asia and Latin America. Before joining Target in August 2014, he had been a vendor partner and a competitor to the company. Such experiences make him a sought after professional and endow him with knowledge that is valuable to Target.

Cornell compliments Target's vision of supporting education by serving on the board of UCLA's Anderson School of Management Board of Visitors. He earned his bachelor's degree at the same university and attended Anderson School of Management for his master's degree. Cornell's long list of past affiliations also includes corporate giants such as PepsiCo, Inc., Walmart, The Home Depot, Polaris and Sam's West.

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August 2017



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RICK GOMEZ
EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER

Rick Gomez became the executive vice president and chief marketing officer of Target in January 2017. In these positions, he oversees marketing and media strategy, marketing communications, guest research, loyalty and creative, corporate communications and corporate social responsibility. As executive vice president and CMO, he hopes to further Target's brand positioning and bring integration to marketing efforts.

Gomez has a strong understanding of the retail marketplace and uses a strategic and collaborative approach to marketing efforts. He joined Target in 2013 and has provided strong marketing campaigns for the company. He worked on marketing within the Baby, Kids, Style and Wellness categories. He is responsible for Target's in-depth, personal guest research and he established Target's Guest Center of Excellence.

He has received praise for Target's live commercials during the 2015 and 2016 Grammy Awards and for Target's partnership with Lily Pultizer. Prior to joining Target, Gomez held positions at PepsiCo, Quaker Oats and MillerCoors.

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August 2017



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KATHERINE PRIORE
FOUNDER AND EXECUTIVE DIRECTOR

Katherine Priore is the executive director and founder of Headstand. She began learning yoga 12 years ago when she was searching for ways to relieve stress as a public school teacher. She found yoga to be the perfect stress buster for her and has come to appreciate its calming, therapeutic and grounding aspects. As an educator and yoga teacher, she leads workshops training teachers around the country and works with them to devise strategies that help schools develop a cultural shift for greater wellness for their students.

Her decade long experience of leading a wide range of K-12 learners equips her with the knowledge and expertise to study each school's unique setting and find ways to integrate Headstand's yoga curriculum with that of the school. Priore's skill sets include school programming, fundraising, strategic partnerships, organizational sustainability and directing yoga-in-schools movement.

Priore attained her master's degree in education from Miami University in Oxford, Ohio, in 2000. She was awarded the local hero award by the San Francisco Bay Guardian in August 2010.

Priore's work has positively affected over 10,000 students and teachers in three different cities so far. "When I see my students overcoming such incredible odds and discovering their own innate gifts and talents and inner beauty — it's so inspiring. It fuels me. I'm stunned by admiration and respect for our students," said Priore in an interview with jasonyoga.com. Her quest to inspire students, parents and teachers continues.

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August 2017



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ROBERT DOWNEY Jr.
ACTOR

Robert Downey Jr., 52, is an American actor born in New York City. He was raised in Greenwich Village and at age 13 moved to Los Angeles with his father after his parents divorced. At 16, he dropped out of high school and moved back to New York City to live with his mother.

Downey began his acting career at a young age making his first TV and film appearances in the 1980s on the show "Saturday Night Live" and in "Weird Science". While finding fame, Downey turned to drugs. He was incarcerated three times over the span of two decades. After his third incarceration he wanted change. He turned to yoga and big-time-yogi, Vinnie Marino. His life began to turn around for the better.

Yoga helped Downey find peace in his pursuit to overcome addiction. In 2008 he took on one of his most memorable roles as Tony Stark in "Iron Man". His beloved character remained in high demand for the Marvel role and Downey later reprised it in 2010, 2012, 2014, 2015 and the most recent installment in 2016 for "Captain America: Civil War is Here".

Finding peace and turning his life around, Downey continues to practice yoga. He is continuing to work in Hollywood and accepting roles that continue to ignite happiness in his growing fan base.

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FACT SHEET: PRODIGAL YOGIS
August 2017



TARGET.

TARGET

- Founded May 1, 1962.
- 1,816 store locations in the U.S.
- Fourth most-visited retail website in the country with 26 million monthly visitors.
- Originally known as Dayton Dry Goods Company. It was named after the founder George D. Dayton.
- Offers high-quality, on-trend merchandise at discounted prices through physical and digital stores in business to consumer market.
- Employees run a stress management training program called “Meditating Merchants”, of which 500 employees are a part. The program commenced in 2010.
- CEO: Brian Cornell
- The company has donated \$1 billion to the education sector through grants, field trips, food and school supplies.



HEADSTAND

- Founded in 2007
- Offers programs that are integrated in school curriculum that help students tackle work-related stress and develop their personalities through yoga, mindfulness and character Education.
- Also offers teacher training and consulting to schools
- The organization’s goal is to enhance students’ capacity to learn and promote healthy social and emotional well-being.
- Founder: Katherine Priore
- The organization conducts weekly or bi-weekly character education classes, in which more than 3500 students from the San Francisco Bay area participate.
- Through Headstand’s association with the “Knowledge is Power Program” Summit Academy in San Lorenzo, California, lives of over 10,000 students and teachers have been positively affected.

(more)

YOGA AND STRESS

- Three kinds of responses to stress namely positive, tolerable and toxic. *
- Positive response happens when heart rate and mild elevations in hormones increase for a brief period of time. This is healthy for a child's development. *
- Tolerable responses include a higher degree of body alert system activation. Happens in cases of loss of loved ones, natural disaster or an injury. Healthy for child if this stress time is limited and can be coped with through adult support. *
- Toxic stress responses occur due to prolonged and/or frequent exposure to strong stressful situations, such as physical or mental abuse, chronic neglect, financial hardship, etc. Inadequate adult support acts as a catalyst. This type of stress leads to brain architecture damage and cognitive impairment well into adult years. *
- Yoga can manage perceived stress and anxiety, leading to modulated stress responses in the system. Further leads to reduced heart rate, lower blood pressure and easy respiration. **
- Controlled yogic breathing provides relief from depression. Shows potential to help even post-traumatic stress patients. **
- Character education helps build a successful academic history, according to "Knowledge is Power Program" research conducted in 2011. ***

*Source: Harvard University: Centre on the Developing Child on Toxic Stress

**Source: Harvard Health Publications: Yoga for Stress and Anxiety

***Source: www.yogajournal.com: How Yoga in Schools Help Kids De-Stress

PRODIGAL YOGIS

- Event will be held at The Pavilion at Redwood Estates, Los Gatos, CA 95033 from 10 a.m. to 5 p.m. on Thursday, Aug. 10, 2017.
- Main event will be a yoga obstacle course consisting of four activities.
- "Ironman" star Robert Downey Jr. will be the celebrity guest and will distribute prizes on event day.
- Winners of the event will be awarded yoga kits including yoga mats from Target Corporation, a Headstand "How to Be a Yogi" DVD, Target Platinum membership card and a T-shirt signed by Downey.
- Food and drinks will be available and free of cost.
- An open event. Participants can register on The event is open for all. Online registration is mandatory and can be done at <https://goo.gl/R9uXji>.

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**BACKGROUND: PRODIGAL YOGIS
 AUGUST 2017**

TARGET CORPORATION

Target Corporation originally began as a department store under the name Dayton Dry Goods Company. It was named after the founder George Draper Dayton. Dayton remained president of the company until his death in 1938, when his sons and grandchildren took over the leadership responsibilities. It was in 1946 when the practice of giving 5 percent to local communities was established by the company. Since then, this practice remains a part of the legacy of the organization.

In 1969, the Dayton Corporation joined hands with the J.L. Hudson Company of Detroit, which led to the formation of Dayton-Hudson Corporation. However, it was in 1962 when the Dayton Corporation opened its first discount-store chain named Target, which was given the name and the bullseye logo after a long debate with the employees. The first store was opened in Roseville, Minnesota. According to the corporation's website, today Target is the second-largest retailer in the country with 1,816 stores and serving approximately 26 million visitors each month.

Diversity and innovation lies at the core of Target's value system. The corporation believes in partnering with diverse suppliers and inviting them to explore opportunities of doing business with Target. The National Minority Supplier Development Council, Women's Business Enterprise National Council and United States Hispanic Chamber of Commerce are some of the national groups that are in a partnership with the corporation. Investing in these partnerships also enables Target to complement its vision of serving the community. Considering innovation, Target has partnered with RangeMe, a technology company that is streamlining the process of discovering innovative products through matching demand and supply on its digital platform. The company allows vendors to post product details on its website and then uses digital tools to match profiles with potential buyers like Target.

As the board chairman and CEO of Target Corporation, Brian Cornell heads Target's global business, and is the head of retailer's executive leadership team that works to enhance Target's performance, accelerate its digital evolution and live up to its "Expect more. Pay less" image.

Target is known for its community engagement projects, especially in the education sector. The company has spent \$1 billion to develop the education sector through grants, field trips and provision of school supplies.

(more)

Target feels strongly for youth development and believes that every child should have the opportunity to reach his/her full potential.

The corporation has partnered with Feeding America local food banks to provide nutritious meals to K-12 students and families that are disadvantaged.

We fulfill the needs and fuel the potential of our guests. That means making Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional experiences—consistently fulfilling our Expect More. Pay Less.® brand promise.

HEADSTAND

Headstand, a nonprofit organization, was founded in 2007 by Katherine Priore, who as a former school teacher learned yoga to manage her own stress. Priore was a young graduate who had begun teaching in a low-income school in Cincinnati, trying to make a difference in the achievement gap. However, her lack of awareness of the real challenges of teaching led her to feel under resourced and over worked. Learning yoga helped Priore deal with her anxiety issues and manage stress successfully. It also inspired her to start Headstand. Priore, in an interview with Golantern.com, said “Yoga completely shifted my perspective. It put a stop to some of the negative self-talk and fear that I was bringing into my classroom.”

Today, Headstand has made a positive impact on the lives of more than 10,000 students and teachers in three different cities through its mindfulness, yoga and character education training programs. The aim of the organization is to equip K-12 students, especially those belonging to poor families, to identify and manage negative self-talk and school stress, as well as build a strong character that leads to a holistic development of their personalities.

The uniqueness of the Headstand’s training lies in its approach to education. The organization believes that classes on yoga, mindfulness and character education should be like any other class in a school. As a result, Headstand offers a self-made program to low income schools that is integrated into the regular curriculum. Apart from Programs in Yoga training, Headstand also offers teacher training and consulting services to schools.

Through its training program, Headstand teaches students to focus on virtues of kindness, love and strength. Regular discussions are held on such topics, enabling students to express their feelings and take up challenges that allow them to practice these virtues. The organization has a partnership with Knowledge is Power Program, a nonprofit network of 209 college-preparatory, public charter schools. Through this partnership, Headstand is able to reach out to students from different schools at once.

Part of Headstand’s program is to teach students complex yoga postures in a language that they can understand. Postures are given geometric and animal names so that students can memorize them easily. Yogic visualization and breathing techniques follow.

Headstand’s current sponsor partners are Yogaglo, Gaiam, Urban flow, Downdogyoga, Yoga tree, Union Yoga and Yogaflow. The organization’s fiscal sponsor is San Francisco-based Community Initiatives.

Headstand empowers at-risk K-12 students to combat toxic stress through mindfulness, yoga and character education. Our integrated programs enhance students' capacity for academic learning and promotes healthy social & emotional well-being.

(more)

PRODIGAL YOGIS

Prodigal Yogis is an event that marks the partnership of Target Corporation and Headstand. The main part of the event is a yoga obstacle course that consists of four activities.

The aim of the event is to raise awareness among youth and adults about the negative effects of stress on mental development of children and teenagers, as well as the techniques to successfully manage that stress.

The event will take place on Thursday, Aug. 10, 2017, from 10 a.m. to 5 p.m. at The Pavilion, 21450 Madrone Dr., Los Gatos, CA 95033. The event will begin with “Ironman” star Robert Downey Jr. speaking to students about the benefits of adopting a healthy lifestyle, and how practicing yoga and meditation keeps him fit. Downey will also discuss how yoga helped him manage stress during tough times in his life, and why it is important to learn the ancient technique from a young age. He will be waiving the green flag to officially mark the commencement of the event and will be participating in the activities to support fans.

The event will begin with a well-being quiz that will test the knowledge of participants on topics such as stress, healthy lifestyle, nutrition and environment. The second activity will be called “Maze of Emotions.” During this activity, participants will have to navigate through a maze and overcome obstacles that will physically represent different emotions that the youth faces. Each team of participants will be given certain tools that will represent healthy habits and positive emotions to overcome the obstacles. The third activity of the event will be called “The Asana Wall,” which will be a moving wall that participants will pass through by creating certain beginner yoga postures. The event will end with the team of participants meditating in silence and mentally observing sounds that are around them.

Winning teams will be announced by Downey, who will award the top two teams with a signed T-shirt and a yoga kit that includes yoga mats from Target, a Headstand “How to be a Yogi” DVD and a platinum membership card from Target. Participants and parents can get photographs taken with Downey. All participants will be given free giveaways. There will be 10-minute breaks between every activity, and lunch will be available for all participants and families.

The event is open for all, but registration is mandatory. Potential participants can register themselves on <https://goo.gl/R9uXji>.

Detailed information is available about the Target-Headstand partnership on <https://goo.gl/R9uXji> or headstand.org.

YOGA AND STRESS IN STUDENTS

According to a research paper published by The National Scientific Council on the developing child, infants and young children can be affected by negative stress that can lead to short-term neurobehavioral and neuro-hormonal changes. These changes can have long-term adverse effects on children’s behavior, memory and learning abilities throughout their life. The research also states that a poorly controlled response to stress can have serious health implications among children if these responses are activated frequently and/or for too long.

The Centre on Developing Child at Harvard University on its website suggests that toxic stress, which forms due to prolonged and/or frequent exposure to stressful situations, can alter the brain’s architecture and organ systems of growing individuals in a negative manner and increase the risk of cognitive impairment disease related risks, well into the adult years.

(more)

Symptoms of stress exposure are elevated blood pressure, heart beat and cortisol, which is a stress hormone. When such stress exposure occurs continually, it affects the mental and physical health of the youth by making them more susceptible to heart problems, diabetes, drug abuse and depression.

According to “Teens feeling stressed and not managing it well” on the USA Today blog published on Feb. 11, 2014, a national survey reports that more than 27 of percent teenagers across the country reported experiencing extreme stress during the 2014 school year, and that 34 percent expected the stress levels to increase in the coming year. Research reports have also found that teens are unequipped to deal with stress and are at a high risk of being victims of emotional and physical ills, leading to shorter lifespans than their predecessors.

Exercising, playing sports, socializing and having emotional bonds are great ways of coping with stress and lead to formations of strong stress responses in the body. All these activities help in regulating the stress hormone production during the early years of life.

Yoga has been found to modulate stress response systems and decrease physiological arousal such as heart rate, blood pressure and elevation in breathing, as per a Harvard Health mental health letter on “Yoga for Stress and Anxiety.” The technique also has the ability to increase variability in the heart rate, which is considered a healthy sign as it increases the body’s flexibility to deal with stress. Preliminary findings have found yoga and breathing techniques to be as effective as exercise.

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MEDIA ALERT

FOR IMMEDIATE RELEASE

TARGET AND HEADSTAND PARTNER TO TEACH K-12 STUDENTS YOGA

LOS GATOS, Calif., Aug. 1, 2017 - Target will host a press conference to announce its partnership with Headstand, a nonprofit that helps kids combat toxic stress, for the event Prodigal Yogis. The purpose of the event is to raise awareness on the effects of toxic stress on K-12 students and on the potential of yoga, mindfulness and character education to combat the same. The event consists of a yoga obstacle course that will be held at The Pavilion, Redwood Estates.

What: A press conference to announce Target's partnership with Headstand, a nonprofit that helps kids combat toxic stress, for the event Prodigal Yogis. The main part of the event will be a yoga obstacle course that will raise awareness on the ill-effects of toxic stress on K-12 students and the benefits of techniques, such as yoga and meditation, that kids can practice.

Who: Robert Downey Jr., actor
 Katherine Priore, founder and executive director, Headstand
 Brian Cornell, CEO and board chairman, Target Corporation
 Rick Gomez, executive vice president and chief marketing officer, Target Corporation

When: Thursday, Aug. 10, 2017, from 10 a.m. to 5 p.m.

Where: The Pavilion at the Redwood Estates, 21450 Madrone Dr., Los Gatos, CA 95033.

RSVP to Samarth Sharma at ssharm@syr.edu or 315-863-3733 by Saturday Aug. 5, 2017.

We fulfill the needs and fuel the potential of our guests. That means making Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional experiences—consistently fulfilling our Expect More. Pay Less.® brand promise.

Headstand empowers at-risk K-12 students to combat toxic stress through mindfulness, yoga and character education. Our integrated programs enhance students' capacity for academic learning and promotes healthy social & emotional well-being.

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PRODIGAL YOGIS

STRESS AND YOGA FACT SHEET

Childrens' Stress Responses

Positive Stress: A healthy & essential part of development that every child faces.

Tolerable Stress: The body's response to a trauma, i.e. death. Longer-lasting, but the body can recover quickly with support.

Toxic Stress: Experienced under prolonged adversity, i.e. abuse. Without support, brain development can disrupt or cause illness.



Stress in Children

Kids are more stressed and anxious than ever previously reported.

Average workload for first through third graders has doubled in two decades.

27% of teens reported feeling extreme stress during the school year vs. 13 percent in the summer

Because of stress, 40% of teens feel irritable/angry; 36% feel nervous/anxious

59% of teens report managing or balancing their activities was a stressor.

40% of teens neglect other responsibilities because of stress; 21% neglected work or school because of stress.

Children from low-income families are impacted more by stress and school pressure.

Teens reported higher stress levels than adults, leading high-stress lifestyles that could lead to chronic stress and illness.

A majority of kids cope with stress ineffectively, via screen time, watching TV, on the computer, or playing video games.



Source: Harvard Research Center, USA Today, Headstand.org



Stress & Body Development

Having supportive adults helps children recover from stress efficiently.

Children who experience chronic stress, such as traumatic experiences, without the support of an adult, can experience brain and organ damage during development.



Coping with Yoga

Teens who partake in physical activity reported lower stress levels than those who did not.

Yoga decreases physiological arousal - reduces heart rate and eases breathing.

Yoga increases heart rate variability, an indicator of the body's ability to respond to stress more flexibly.

After one yoga class, people reported average levels of tension, anxiety, depression, anger, hostility, and exhaustion significantly decreased.

According to Headstand surveys, 98% of children feel more focused and prepared to learn after doing yoga.

Headstand's Mission

"Headstand is much more than yoga ... our mission is to combat the negative effects of stress and build character through curriculum, focusing on mindful breathing, yoga, and journaling."
- Katherine.Priore

Video Link:

<https://www.youtube.com/watch?v=KH0G6xB6LjQ&feature=youtu.be>

Promotional Item:

PRODIGAL YOGIS

Avail this participation ticket for a free yoga mat

Avail this participation ticket for a free yoga mat

I Meditated with TARGET

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