



FOR IMMEDIATE RELEASE

CARMEL-BY-THE-SEA BECOMES MINDFUL-BY-THE-SEA

Expanding Wellness Initiative Sets Intention for Carmel as Premier Mindfulness Destination



Carmel-by-the-Sea, California – September 12, 2017 — Carmel-by-the-Sea is a long-time favorite getaway for those seeking natural beauty, gourmet cuisine, and premier shopping. Now this coastal jewel will also be known as a mindful destination with the launch of **Mindful-by-the-Sea**, a wellness program inspired by the popular practice *TIME* magazine calls “the new science of health and happiness” that is also changing the way people travel, one breath at a time. Visit Carmel, the destination marketing organization for Carmel-by-the-Sea, launched **Mindful-by-the-Sea** to offer tips, tools, and retreats in partnership with world-renowned teacher Dr. Rich Fernandez and *Mindful* magazine. **Mindful-by-the-Sea** will help visitors to arrive fully, be more present while here, and take away that feeling when they leave.

Carmel is the perfect setting to relax and let go into a more mindful travel experience. This inspired Visit Carmel to develop the **Beginner’s Guide to Mindful-by-the-Sea** with *Mindful* magazine, encouraging visitors to explore and experience the practices of mindfulness for a more fulfilling getaway and return to daily life. The guide is available exclusively to guests of Carmel hotels and inns, providing useful tips and tools such as how to help yourself be completely present—with every one of your senses—during your vacation, and ways to take mini-breaks to refresh your body and mind throughout the day. The guide’s simple tips and reminders will help you slip into natural relaxation instead of trying too hard to

enjoy yourself. More enhanced information and instruction can be found at www.CarmelCalifornia.com/Mindful with additional links to custom pages at www.Mindful.org.

Central to the **Mindful-by-the-Sea** program are retreats led by one of the world's leading mindfulness practitioners, Dr. Rich Fernandez, CEO of Search Inside Yourself Leadership Institute (SIYLI). Fernandez co-developed SIYLI at Google and it is today's leading program that teaches tools for focus, self-awareness, and resilience. Backed by world experts in neuroscience, mindfulness and emotional intelligence, SIYLI has already changed thousands of lives in more than 100 cities around the world.

Fernandez says, "I have been fortunate to meditate and teach mindfulness in some of the most beautiful places in the world. But Carmel is home to one of my absolute favorite spots at Point Lobos. So I am thrilled to lead a series of retreats in Carmel-by-the-Sea and to bring the mindfulness experience to visitors. We will be exploring a range of practices that will help participants enjoy a deeper sense of relaxation, well-being, and happiness in the moment, and peace of mind that can continue in their daily life." The benefits of meditation – from better mood, to better sleep, to better health – are hard to deny and make the case for developing mindfulness practices at home and away.

Newcomers to mindfulness and seasoned meditators alike are welcomed to attend, as the focus for all will be on a "beginner's mind," where everyone brings their curiosity and gives the internal expert a break. The three-day schedule includes an evening welcome session, a full day of practice, and a final morning session. Retreats will be held at The Sunset Center in the heart of Carmel, just blocks from the ocean, both sitting inside and walking in nature.

Scheduled Mindful-by-the-Sea Retreat dates:

- November 15-17, 2017
- January 3-5, 2018
- March 7-9, 2018

Registration and details can be found at www.CarmelCalifornia.com/Mindful

Some getaways can feel so indulgent, you're ready to detox the second you get home – or so exhausting, you feel like you need a vacation just to recuperate. But a trip to Carmel is an opportunity to unplug and restore in a premier scenic setting unlike anywhere else in the world. Carmel-by-the-Sea is a naturally mindful destination to explore the wellness lifestyle through fitness and mindfulness. Find out more about these programs and book a reservation direct with a Carmel innkeeper on Visit Carmel's official travel website at www.CarmelCalifornia.com.

ABOUT VISIT CARMEL

The mission of Visit Carmel is to promote Carmel-by-the-Sea as a top-rated, world-renowned destination where one-of-a-kind visitor experiences and discoveries are within walking distance of a variety of charming hotels and inns. Visit Carmel is a private, non-profit 501(c) 6 organization. For more information visit the official travel website at www.CarmelCalifornia.com.

ABOUT MINDFUL

Mindful is the voice of the emerging mindfulness community. It's the place to go for insight, information, and inspiration to help us all live more mindfully. From its flagship bi-monthly *Mindful* magazine and mindful.org to MindfulDirect video, conferences, and collaborations, Mindful's activities support people seeking to learn more as well as those leaders working to bring genuine mindfulness practices into the mainstream.

ABOUT RICH FERNANDEZ

Dr. Rich Fernandez is CEO of the Search Inside Yourself Leadership Institute, a non-profit organization developed at Google that now offers Google's mindfulness and emotional intelligence curriculum to communities and organizations around the world. A trained psychologist, he is also the co-founder of Wisdom Labs, bringing the science of mindfulness, resilience and thriving into organizations to benefit lives at work and at home.

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VISUAL ASSETS: Download High Res Images Here (Scroll down to "Mindful-By-The-Sea" gallery)

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