

FOR IMMEDIATE RELEASE
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The
**CHOPRA
FOUNDATION**



LIFE IS BEAUTIFUL 2021 ANNOUNCES MEDITATION AND MORE WITH DEEPAK CHOPRA

The renowned author and speaker announced at Life is Beautiful to bring mindfulness and love to the three-day festival



A link to high-res assets can be found [here](#)

LAS VEGAS - Life is Beautiful, Las Vegas' premier three-day music, art, culinary and comedy festival is pleased to announce it will welcome **Deepak Chopra**, world-renowned pioneer in personal transformation and founder of **The Chopra Foundation**, to this year's festival for a series of transcendent and cathartic gatherings.

As the past months have shined a light on the importance of mental health, Life is Beautiful and The Chopra Foundation are honoring the community and creating space to gather in awareness, embody infinite creativity and remind ourselves that we are all connected.

“Today mental health awareness is more important than ever,” said Gabriella Wright, co-founder of The Chopra Foundation’s Never Alone initiative. “We are thrilled to partner with Life Is Beautiful to create space for festival attendees to be present and gather in community while bringing awareness to resources for mental and emotional health.”

Dedicated to improving the health and wellbeing of all who seek it, Chopra will host three distinct events throughout the festival:

- **On Friday, Sept. 17** festival attendees are invited to join Chopra at the Fremont Stage and take part as he sets the intention for the weekend through a **guided mass meditation**.
- **On Saturday, Sept. 18**, Chopra will join his Never Alone co-founder **Gabriella Wright** at The Kicker for a special conversation surrounding **Never Alone**, a Chopra Foundation initiative and worldwide alliance dedicated to addressing the roots of human stress and suffering. Fans can also view a sneak peek of its namesake film, “**Never Alone**”, a powerful film that creates awareness for suicide prevention.
- **On Sunday, Sept. 19** fans can spend a soul-filled Sunday session with Chopra at The Kicker for a special live edition of his **Sunday Satsang** focused on the spontaneous fulfillment of desire.

Deepak Chopra is the founder of The Chopra Foundation and Chopra Global. He is a world-renowned pioneer in integrative medicine and personal transformation and a clinical professor of family medicine and public health at the University of California, San Diego. His 90th book and national bestseller, “Metahuman: Unleashing Your Infinite Potential” (Harmony Books), unlocks the secrets to moving beyond our present limitations to access a field of infinite possibilities. TIME magazine has described him as “one of the top 100 heroes and icons of the century.”

The Chopra Foundation is a non-profit organization, dedicated to empowering others to find balance in themselves, their relationships, and the world around them. Through its non-profit endeavors, the Foundation is able to fund research or organize community driven events and projects, such as the annual Never Alone Summit, campaigns to increase education and awareness around minority health, Freedom from Suffering seminars, and most recent partnership with Dr. Uma Naidoo (of Harvard University) to develop a program in nutritional psychiatry.

Gabriella Wright is a mother, an actress, an activist, a speaker, and a meditation teacher with a long-standing humanitarian engagement. A co-founder of the Never Alone Initiative, suicide prevention and mental wellbeing initiative of The Chopra Foundation. A movement that reduces mental health stigma and democratizes access to mental health hygiene tools. A Global Goodwill Ambassador to Skypower and the Honorary President of a grassroots charity in Myanmar. Wright lent her voice to UN Women and the UN Trust Fund to End Violence against Women.

Although tickets for Life is Beautiful 2021 are currently sold out, fans looking to purchase tickets are encouraged to join the [Life is Beautiful waitlist and verified ticket exchange](#). Every ticket bought or sold on the exchange is verified, making it the safest and most secure resale platform. For more information

on Life is Beautiful, please visit www.lifeisbeautiful.com or follow along on social media on [Facebook](#), [Instagram](#) and [Twitter](#).

Life is Beautiful is committed to creating a safe festival environment for festival attendees, staff, and artists. Upon entry, all Life is Beautiful attendees will be required to show proof of a COVID-19 vaccination or a negative COVID-19 test result within 72 hours of each day of the festival.

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About Life is Beautiful

Life is Beautiful was born in 2013 as part of the major transformation of Downtown Las Vegas as a cultural hub and has since contributed over \$350M of economic impact and cultural capital to the area. During the three-day festival, premier musical acts, experiential artists, comedians, thinkers and culinary talent flow into the urban streets of DTLV, in addition to the festival's 170,000 attendees. What started as an event has become something more: a symbol of connection, joy and creativity. Life is Beautiful continues to be driven by its core mission to create a holistic experience which aids in positive community transformation and individual empowerment by collectivizing and inspiring through shared experiences driven by art and culture.

About The Chopra Foundation

The Chopra Foundation is a 501 (c) (3) organization (#36-4793898) dedicated to improving health and well-being, cultivating spiritual knowledge, expanding consciousness, and promoting world peace to all members of the human family. The mission of the Chopra Foundation is to advance the cause of mind/body spiritual healing, education, and research through fundraising for selected projects. For more information, visit <https://choprafoundation.org/>

About Never Alone

Never Alone, a Chopra Foundation initiative, brings together innovative companies and foundations, mental health and wellness experts, brain and behavior scientists, government policymakers, school and university programs, artists and many more. The goal of the initiative is to address the roots of human stress and suffering, advance innovation based on scientific research, and democratize access to wellness resources and everyday tools for those in need. For more information, visit <https://neveralone.love/>.

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