

PRESS RELEASE - 24.11.14

### **Anamaya Centre Launches Revolutionary Meditation App**

- *Meditation app launched offering scientifically-proven long-term change to thoughts and emotions*
- *Created by founders of Anamaya Centre, the revolutionary app offers advanced meditation techniques that specifically address the sources of people's unhappiness*

A groundbreaking new meditation app is being launched today by Anamaya, owner of the world-renowned London-based health and wellbeing centre. The eponymously named app is based upon clinical work carried out at the centre.

The Anamaya mobile application has been carefully developed by mind and body specialist and centre co-founder, Graham Doke, alongside seven-year Apple veteran, Jonathan Koch. This unique partnership has created a beautifully serene meditation course, founded on rigorous medical research and extensive clinical experience at the centre. The course offers genuine advanced meditation techniques that are proven to change the physical structure of the brain, and in turn, people's thoughts and emotions.

With over 11 million working days lost to stress, depression and anxiety in the last year alone<sup>1</sup>, today's increasingly demanding society means work-life balance is often compromised, and health, finance and work issues can push many people to breaking point. Professional meditation programmes can help people discover their inner peace and master feelings of anger and pain and the like, helping to manage any unwanted emotions that can be detrimental to a person's wellbeing.

Meditation through Anamaya has enormous potential to help people from all walks of life – it is already being used by the Great Britain Ultra Running Team and has been incorporated into several treatment programmes at the London OCD Clinic and Promis residential rehab clinic. The application features more than 350 meditations, founded on 20 years of rigorous scientific research and psychology, exploring 11 different focus areas including worry, anxiety, stress, pain, sports and pregnancy – designed not just to relax, but to heal.

Narrator and principle architect of Anamaya, Graham Doke, had experienced a long and successful career in law and investment banking before a life-changing experience led him to healing and meditation, and later to open the centre. He comments: "I had clients from all across the world asking me how they could practice their meditation in their own time. With this new application we are aiming to demystify meditation and make it accessible to all – even those who have never really considered it as an option.

"Relaxation programmes are great; you can let yourself drift on music or on images created for you. But to learn to meditate properly, to train your mind properly, you need to learn how to focus diligently and work emotionally on an image created by your own mind - you need to identify the source of your thoughts and emotions. Through this application, we have been able to bring the most advanced meditation techniques into people's homes.

These methods are simply not normally accessible outside of intense, extended clinic-based programmes.”

Graham adds: “We all have emotions; stress, anger, anxiety and the rest, they are a natural part of us, but it is so important that we are able to manage those emotions – that they do not become afflictive. No one was born angry – we learn our own behaviours and can use meditation tools to help manage those behaviours. Anamaya encourages you to take things at your own pace; move on to the next step when you’re ready or, if you enjoy a particular meditation, repeat as often as you like.”

Anamaya will donate 20% of all proceeds of the app to Karuna Shechen, a philanthropic organisation providing essential care and education to children in the Himalayas. The organisation was founded by Tibetan Buddhist monk, and close confidant of the Dalai Lama, Matthieu Ricard, who was labeled the "World's Happiest Man" by neuroscientists after extensive study of his brain. Matthieu introduces the application providing details on his charity and offering his unique insight into the impact meditation can have on your health and wellbeing.

Anamaya is a free download from the App Store® and includes the first level of the "General" focus area for free, as well as a beautiful solo meditation timer, multi-media learning resources, and five "Ambiance" settings that subtly alter the meditation experience. An in-app purchase unlocks additional levels and focus areas. Additional focus areas are already in development for future releases.

For more information on the Anamaya application, go to [www.anamaya.co](http://www.anamaya.co) or download the app via the App Store®.

<sup>1</sup> <http://www.hse.gov.uk/statistics/dayslost.htm>

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