



Dear Subscriber,

What do you do, when you want to change the world?

ascent magazine has spent the last five years sharing the stories of people who every day, in incremental ways, use yoga to inspire change in themselves and the world. We feature real people who give comfort to the sick and dying; bring about positive change in prisons; challenge conventional notions of health, growth and spirit – all from a yogic perspective. For example, just look at some of the articles from the past year:

- In **ascent** Issue 21, a prison sentence inspires punk rocker Noah Levine to wake up, study Buddhism, and begin helping other inmates by teaching meditation.
- In Issue 18, Srilatha Batliwala empowers poor women in India to demand resources and fight for social and political change.
- In Issue 19, Michelle Décary searches for the elusive “middle way” amongst the contradictions and complexities of war-torn Burma.

At **ascent**, sharing these messages of transformation, and giving a voice to those who are living their yoga, is an extension of *our* yoga. Changing the world, even a little bit at a time, has to start somewhere – like a seed that germinates and grows. We hope that featuring these stories inspires readers like you.

However, the truth is that **ascent** is an independently published, not-for-profit publication that runs a deficit, and we are struggling to survive in the challenging magazine industry where larger publications, many times our size, dominate newsstands. For example, though **ascent** charges under \$20 for subscriptions, each subscription actually costs about \$100. Mainstream magazines, which rely on advertising rather than subscription revenues, devote 60% of their pages to ads. By minimizing our ads (under 20%) we can place emphasis on editorial content, but it means we have to fundraise in other ways.

Every spring we ask readers who believe in ascent to support independent press and editorial excellence by contributing to our Publishing Fund. We have included a package of organic wildflower seeds to remind you that all it takes is the seed of action to start something great, and with a little time and a little investment, ideas take root, and growth is inevitable.

We are dedicated to publishing the voices of change, but we cannot do it without our community of readers and supporters. Please make a donation to our Publishing Fund to keep **ascent** self-sufficient and healthy.

Thank you for all your past support of **ascent magazine**.

Namaste,

Alicia Pace
Publisher

PS: **ascent** was awarded the 2003 *Utne Independent Press Award* for Best Spiritual Coverage because of this dedication to independent voices.

PPS: Make a contribution of \$100 or more, and have your subscription renewed for another year! Please fill out the enclosed coupon today, and we'll send you a tax receipt for your annual records.



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