



November 18, 2002

Mr. John H. Sample  
990 Roselawn Avenue xx303(E)  
Toronto, Ontario  
M6B 1C1

Dear Mr. Sample,

**Sometimes you make discoveries in the most unexpected places...**

Like in a yoga class, winding down after an hour of stretching your body in various poses. What a rich gift, you think, and one that is surprisingly effective at releasing the tension brought by days that move too quickly and demand more than you can give. As you enter into the end relaxation of *savasana* you sense that the deep peace you feel in this moment may only be the beginning of where yoga can lead.

**What is the potential of yoga? What is *your* potential?**

By subscribing to **ascent magazine**, you will see yourself reflected in the accounts of people exploring these questions, and seeking ways to bring increased quality to daily life. More and more people from all walks of life are stepping up to the challenge of discovering who they really are.

At **ascent magazine**, we have chosen the subtitle "expanding the mind of yoga" to express our belief in the vast potential of yoga to open, inspire and liberate our whole selves: body, mind and spirit. This potential grows when we become conscious in our daily living and begin to actively engage in the world. One sign of this growth is a dedication to quality, in our intentions, in our actions, and in our speech. ascent is a unique and valuable resource for those who value this quality in their lives.

The knowledge that there is something boundless beneath the surface of daily living presents a challenge that is both exciting and liberating. In each issue of **ascent magazine** we offer features and interviews that expand our concepts of compassion, self-awareness and personal reflection.

By becoming a subscriber today, you will receive four issues of this exceptional magazine delivered right to your door, at a savings of 45% off the newsstand price. ascent is a not-for-profit publication that limits its advertising, so we rely on the dedication of our subscribers to allow us to continue producing a magazine that takes risks and strives for excellence.

This excellence was recognized by a nomination for the Utne Reader Magazine Award for Spiritual Coverage in 2001, and again in 2002.

**ascent** explores the intersection of *self-reflection* and *social justice* in interviews with such respected authors as **Arundhati Roy**, on her fight to stop the building of dams in India's

Narmada Valley. We search for the *spirit in science* with intellectuals like Austrian-born physicist and ecologist **Fritjof Capra**, exploring what happens in the world beyond what science can explain. We shed light on the *literature and liberation of yoga* with authors such as **Pico Iyer**, discussing dissolving boundaries between east and west.

**ascent** is rooted in the tradition of yoga, and finds common threads with many faiths, perspectives and traditions. As a source for personal growth and spiritual guidance, yoga transcends classification, and therefore we can see its influence everywhere. We see yoga in selfless service and self-awareness; in art, community and social action. We find yoga in creative potential. Yoga is a way for us to express our values and work out our ethics. Yoga is you, your work and your workplace, and it is in each and every page of **ascent magazine**.

With **ascent magazine**, we strive to explore the hidden layers of experience with sincerity and commitment.

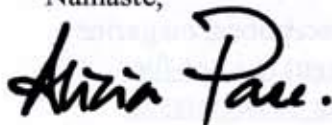
As a subscriber to **ascent**, you will be treated to:

- **Visionaries:** David Suzuki, Gabrielle Roth, Soren Gordhamer, and others...
- **Artists:** such as the Kronos Quartet, Natalie Goldberg, Brian Harris, Jane Siberry, and others...
- **Places:** from New York to New Delhi, North Carolina to Central China, Louisville to London...
- **Nourishment:** in Kuanyin's Kitchen, promoting ethical cuisine with wholesome recipes
- **Teachers:** such as Swami Radha, Joan Halifax, Tenzin Palmo, Richard Rosen, Sharon Gannon, and others...
- **Ideas:** Work, Family, Love, Death, and more...
- **Regular Columns:** Hatha yoga asanas, science, living yoga, reviews, and more...
- **Culture, Worship, Dreams, Ecology, Language, Practice, Community...**

In short, everything about life is considered worthy of deeper reflection in the pages of **ascent magazine**.

Make an informed decision. Subscribe to **ascent magazine** today, and join the thousands of others who have decided that *life* is their life's work.

Namaste,



Alicia Pace,  
Publisher.

PS: Subscribe to **ascent** today and you will be reminded to look beyond the surface of things. Simply fill out the enclosed coupon, and return it in the envelope provided, to begin receiving **ascent** today!

"Erudite and engaging ... as much about stretching our bodies as it is about stretching our minds and living according to spiritual ideals."

-Common Ground Magazine, Vancouver

# ascent magazine

supporting connected, compassionate life with:

thought-provoking articles  
intelligent interviews  
elegant design  
directories of yoga resources



"an exciting variety of perspectives ... solid, useful information ... a beautifully designed magazine."

-Parabola Magazine

"... applies the yogic perspective to today's small and big issues of everyday living."

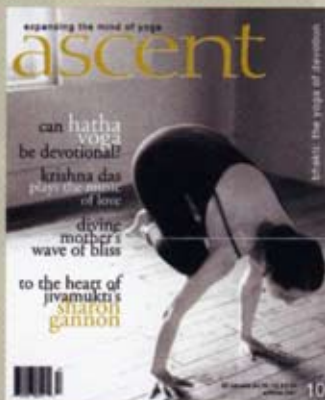
-Georg Feuerstein,

Ph.D. President, Yoga Research & Education Center

"an excellent publication covering many aspects of the spiritual path ... of great benefit to all who are interested in pursuing a spiritual life."

-Tenzin Palmo

nominated for the Utne Reader Magazine Alternative Press Award for Spiritual Coverage in 2001, and again in 2002



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“Sometimes we can also have silent revolutions.  
The silent revolution is when you change on the inside, taking a new look  
at life and who you are. You may decide that  
life has to change but you can't change  
the world.  
So what can you change? Only yourself.”  
- Swami Sivananda Radha

how does  
**yoga**  
manifest in  
the **everyday?**

# ascent

social activism expanding the mind of yoga  
issue 16: social action • fall 2009

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what is the potential  
of **yoga** in your life?