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## **Isha Promotes Reading Awareness on World Book Day**

*Sets up book stall in heart of city*

**23 April 2019, Coimbatore:** On the 22nd **World Book Day**, Isha Foundation set up a book stall in the heart of the city to promote reading awareness among the general public.

The stall displayed books by Sadhguru, Founder, Isha Foundation and other Isha Foundation titles in several languages including Tamil, English, Telugu, Kannada and Hindi. A wide range of topics was available for browsers - Spirituality, Agriculture, Parenting, Yoga, Health and Lifestyle and many more. The stall attracted a large number of people who were seen flipping through the pages, enjoying a welcome break from their daily routine.

World Book Day, organized by United Nations Educational, Scientific and Cultural Organization (UNESCO), is celebrated every year on April 23 with the objective of promoting Reading, Publishing and Copyright. This year, Isha Foundation took the initiative to promote **reading awareness** with the innovative idea of installing a bookstall in the hustle-bustle of the city center. Set up near prominent landmarks like Ganapathy Silks and the Gandhipuram Bus Stand, the stall was open from 4 p.m. onwards and saw steady traffic.

Earlier in the day Sadhguru tweeted, "Book is a tool to access aspects of life that one could not touch, through the eyes of another."

**Sadhguru - Founder, Isha Foundation**

Ranked amongst the fifty most influential people in India, Sadhguru is a yogi, mystic, visionary and a New York Times bestselling author. Sadhguru was conferred the; Padma Vibhushan; by the Government of India in 2017, the highest annual civilian award, accorded for exceptional and distinguished service.

Three decades ago, Sadhguru founded Isha Foundation, a non-profit human-service organization, with human well-being as its core commitment. Sadhguru has initiated powerful yoga programs for human transformation as well as various outreach projects to uplift under-served communities in rural India.

### **Isha Foundation**

Isha Foundation, founded by Sadhguru, is a volunteer-run, international non-profit, human service organisation dedicated to cultivating human potential. Isha Foundation is operated by over 9 million volunteers from more than 250 city-based centers spread worldwide. The Foundation is headquartered at Isha Yoga Center, set at the base of the Velliangiri Mountains in southern India, and at the Isha Institute of Inner Sciences on the spectacular Cumberland Plateau in middle Tennessee, USA.

**If you would like to know more about this, please write to [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org).**