



SHAMBHALA MOUNTAIN CENTER

PRESS AND MEDIA KIT 2016



SHAMBHALA MOUNTAIN CENTER
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ABOUT SHAMBHALA MOUNTAIN CENTER

Nestled high in the Colorado Rockies, Shambhala Mountain Center is a six-hundred-acre mountain valley retreat surrounded by native forests, gentle meadows and rocky peaks. Tamed by decades of use as a contemplative refuge, we provide a safe and supportive container for exploring paths of deepened awareness, personal wellbeing and societal transformation.

For more than 40 years, extraordinary people have gathered here to experience Shambhala teachings and partake in over 100 year-round offerings featuring indigenous wisdom traditions, body awareness practices, contemplative arts, mindful living or other paths of personal transformation. Our weekend and weeklong programs are taught by a remarkable array of accomplished practitioners and teachers. Our accommodations are comfortable and varied. Selections range from rustic cabins, shared quarters, and seasonal platform tents on wooded hillsides, to fine lodge rooms with modern conveniences.

We are home to the Great Stupa of Dharmakaya, one of the most significant examples of sacred architecture in the world. Throughout history, stupas have promoted harmony, health, prosperity, peace and freedom, bestowing blessings upon the surrounding environment, and upon those who visit and venerate them.

Established in 1971 by Tibetan meditation master and teacher Chögyam Trungpa Rinpoche, Shambhala Mountain Center welcomes all people with inspiration, interest and curiosity about the nature of self and society. We offer an oasis for relaxing into our basic goodness, rediscovering a sense of balance and appreciating the sacredness of our world. Join us to engage in the vision of enlightened society and share in creating a culture of kindness, generosity and courage.

Shambhala Mountain Center is an educational 501(c)(3) non-profit organization whose mission is to serve as a catalyst in the creation of an enlightened society—one grounded in wisdom and kindness towards one's self, one's community and one's natural environment.

Shambhala Mountain Center has been featured as a retreat destination by National Geographic Traveler, USA Today, Wall Street Journal, Travel and Leisure, NBC News, Men's Journal, and others.



THE GREAT STUPA OF DHARMAKAYA

- WHICH LIBERATES UPON SEEING -

Rising among wooded hillsides, The Great Stupa of Dharmakaya crowns a meadow at the upper end of Shambhala Mountain Center's main valley. Standing 108 feet tall, it is one of the most significant examples of sacred Buddhist architecture in North America. Built in honor of the Center's founder, Chögyam Trungpa Rinpoche, the Great Stupa of Dharmakaya serves as an inspiration for peace and compassion throughout the world.

The Great Stupa is sited between two powerful landforms: the promontory known as Marpa Point and the steep cliffs opposite it. The power of the stupa balances and brings together the energies of the surrounding environment; at the same time, it embodies the wisdom and blessings of Trungpa Rinpoche, as well as the Buddhist and Shambhala lineages.

Stupas are said to promote harmony, prosperity, longevity, good health and peace. They bring blessings to the environment in which they are built, to those who build them, and to those who visit and venerate them. In this way, stupas ensure that the living quality of the Buddhist teachings will always be available.

Construction of the Great Stupa was initiated in 1988 and continues to this day. The primary construction phase occurred over a 13-year period, employing the generosity of several hundred volunteer laborers and craftspeople, with money donated through annual fundraising events. Additional contributions of expertise came from many different sectors of the technical industry.

The Great Stupa of Dharmakaya was consecrated during a ceremony lasting several days in August 2001. Since then, the Stupa has become the heart of Shambhala Mountain Center.

The Stupa is open daily year around from 9:00 a.m. to 9:00 p.m. for public visitation.

“An inspiration for peace and happiness throughout the world, now and in the future.”
- The XIVth Dalai Lama



TEACHERS AND PRESENTERS

Over the years, SMC has been honored to host and serve as home to a number of the most profound teachers and leaders of our time: Chögyam Trungpa Rinpoche, Sakyong Mipham Rinpoche, HH The XIV Dalai Lama, Pema Chödrön, and Lama Tsultrim Allione, as well as the Acharyas and Shastris of the Shambhala Buddhist lineage. Each year, SMC welcomes a remarkable array of accomplished scholars, teachers, presenters, and other professionals from many different wisdom traditions. Our programs and retreats focus on topics such as Buddhism, meditation, mindfulness, wellness, contemplative arts, embodied movement, yoga, as well as personal and societal transformation.



PROGRAMS

In 2016, SMC is hosting over 120 programs and offerings throughout the year, including:

- **Wisdom In Action** with Sakyong Mipham Rinpoche, Venerable Pannavati, Bishop Marc Andrus, Acharya Adam Lobel, Leslie Booker, and Acharya Fleet Maull
- **Yoga, Purpose, and Action Leadership Intensive** with Seane Corn, Hala Khouri and Suzanne Sterling
- **Wisdom Rising: An Exploration of the Divine Feminine in Buddhism** with Rev. Angel Kyodo Williams, Karma Lekshe Tsomo, Elizabeth Mattis-Namgyel, Acharya Susan Skjei, Hannah Kinderlehrer, and more.
- **The 10th Annual Courageous Women, Fearless Living: A Retreat for Women Touched by Cancer** with Acharya Emeritus Judith Lief, Victoria Maizes and Linda Sparrowe
- **Running with the Mind of Meditation** with Cynthia MacKay, Marty Kibiloski, Tara Michelle and Michael Sandrock
- **Finding Happiness Within: Reconnecting with Your Natural State through Pristine Mind Meditation** with Orgyen Chowang Rinpoche
- **Mindful Hiking: Open to Change** with Kay Peterson
- **Healing Sound Retreat: Rhythm and Chanting as Spiritual Practice** with Christine Stevens and Silvia Nakkach

SMC also produces the globally celebrated annual Awake In The World and Beyond Mindfulness series.

RETREATS AND RENTALS

Shambhala Mountain Center's natural setting is perfect for personal introspection and inspiration – on your own, with a loved one, or with a group of friends. Create your own self-directed getaway, or join one of our guided programs such as *Retreat and Renewal* or *Mindfulness Meditation Retreat* for a more structured and guided retreat experience.

Hike along eight miles of wilderness trails, visit the Great Stupa, meditate in one of our many meditation halls, spend time relaxing, journaling, reading or practicing yoga. Our mountain retreat center offers vastness, stillness, breathtaking beauty, and gentle support that will allow you to unwind, relax, and reconnect to life's inherent rhythms.

Shambhala Mountain Center is also available to groups for exclusive and non-exclusive use. Located just 2 hours from Denver, it is the perfect venue for your next group retreat, special gathering, educational program, or workshop. We offer unique facilities, in a range of sizes and architectural styles, which can be configured to suit your group's needs and activities.



COMMUNITY

SMC is open most of the year for day trips to hike, meditate, and visit the Great Stupa. Meals are available for a small donation. In addition, please consider joining us for:

- Open House: July 3, August 7, September 4, October 2, November 6, December 4
- Music for Peace Ceremony at the Great Stupa: August 13



SMC IN THE NEWS

- ***Top 6 autumn yoga retreats in the US***
Insight Guides - Sophie Harris, June 2016
- ***5 Outdoor Nature-Based Retreats In The U.S.***
The Clymb - Holly Zynda, April 2016
- ***7 Health And Wellness Spring Break Retreats That You Can Afford***
Bustle - Marion Bernstein, March 2016
- ***Beginner-Friendly Meditation Retreats in Some of the World's Most Beautiful Settings***
Vogue - Brooke Bobb, February 2016
- ***8 Top Spiritual Sites in America***
Next Avenue - Lori Erickson, July 2015
- ***Shambhala Mountain Center Home of Peace, Study & the largest Stupa in North America***
Colorado Springs Gazette - Rick Cookson, August 2014
- ***The Best Meditation Retreats in the U.S.***
Outside - Lori Brookhart-Schervish, June 2014
- ***More Meditation Centers Offer Spiritual Awakenings for Guests on the Go***
The Wall Street Journal - Lauren Lipton, May 2014
- ***Digital Detox***
5280 Denver Magazine - Jayme Moye, April 2014
- ***"Get Well" Travel: Rest and Recharge Around the World***
DK.com - April 2014
- ***10 Best Yoga Retreats***
USA Today - Kimberly Snyder, March 2014
- ***25 Incredible Yoga Retreats Around the World***
Babble.com - Nadia Carriere, January 2014
- ***Meditation Destinations***
Men's Journal - Kevin Gray, January 2014
- ***A Place Where Decency Can Arise***
Elephant Journal - Walk the Talk Show with Waylon Lewis, December 2013
- ***Retreats That Will Change How You Look at Life***
Huffington Post - The Third Metric/HuffPo Live, November 2013
- ***Sideline Teaser: Unplug and Reconnect At The Shambhala Mountain Center***
303 Magazine - Holly Osborn, October 2013
- ***Summer Escapes: Meditate, or just chill, at serene Shambhala Mountain Center***
Denver Post - Kyle Wagner, May 2013
- ***Best Yoga Retreats 2013: 8 Wellness Centers to Visit in the U.S.***
The Huffington Post - Carolyn Gregoire, April 2013
- ***Solace of the Stupa: Neurobiology, the science of pain and the Buddhist retreat***
Fort Collins Magazine - Laura Pritchett, Spring 2013
- ***The Strength to Sit Still***
ExperienceLife.com - Jen Sinkler, March 2013
- ***Spiritual Refugees: From Shambhala to St. Walburga***
Twine Magazine - Laura Herrington Watson, 2013

SMC IN THE NEWS
CONTINUED

- **Unique Buddhist Retreat Lies In Northern Colorado**
CBS Denver - Channel 4, April 2011
- **Top 11 Wellness Retreats**
Sunset - January 2011
- **9 Top Meditation Retreats**
Travel + Leisure - 2010
- **10 Great One-Night Escapes**
Sunset - March 2010
- **Art of the Great Stupa**
Tsemtulku.com - January 2010
- **America's Top Meditation Retreats**
Usa Today - forbestraveler.com, October 2008

SAMPLE PRESS RELEASES AND ARTICLES

Downloadable 2016 press releases for our top programs are available via our website. We will issue custom press releases upon request - please email us with the specifics and desired details to be included, and allow up to 72 hours for completion.



FOR IMMEDIATE RELEASE
July 15, 2013

Courageous Women, Fearless Living Retreat Celebrates Its Seventh Year Empowering Women Touched by Cancer

Innovative retreat gives powerful tools to help women meet the totality of their experience directly and courageously

Red Feather Lakes, CO – Shambhala Mountain Center will be hosting the 7th Annual *Courageous Women, Fearless Living* retreat from August 20-25, 2013. This innovative and contemplative program was founded in 2005 and has helped over 300 women with a current or past diagnosis of cancer. Through nutrition, Tibetan healing, integrative medicine, meditation, yoga, art and community building, women are given powerful tools to meet the totality of their experience directly and courageously.

"Our goal is for our participants to return home with a new circle of support and friendship; with the mental, emotional, and contemplative tools to support them in their journey through cancer; and with greater self-awareness, confidence, and appreciation for life," says Judith Lief, one of the lead instructors of the retreat. Lief is a contemplative hospice pioneer, senior meditation instructor, former dean of Naropa University and author of *Making Friends with Death*. She is joined for this retreat by a team of experts with similarly impressive credentials including Victoria Maizes, MD, Executive Director of the Arizona Center for Integrative Medicine at the University of Arizona and internationally recognized leader in integrative medicine, and Linda Sparrowe, a writer, yoga instructor, mentor and practitioner with deep roots in the Vedas, Sanskrit, and women's health.

Many women dealing with cancer are facing financial challenges, and numerous organizations are helping to make *Courageous Women, Fearless Living* as accessible as possible. The Eileen Fisher Foundation has given grants to award scholarships for attending this retreat and donations through the Beanstalk Foundation are helping with



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FOR IMMEDIATE RELEASE
June 9, 2013

Veterans' Peace of Mind Project and the Medicine Horse Program join forces to bring Veterans and their Families to Shambhala Mountain Center for an extraordinary annual retreat

A powerful program to heal unseen wounds experienced through military service with four days of therapeutic practices in the Rocky Mountains

RED FEATHER LAKES, CO – According to a recent investigation by the Department of Veterans Affairs, the suicide rate among veterans and active duty military is now at almost 22 a day. As the rates of soldiers suffering from psychological wounds has surpassed incidents of physical wounds, the Department of Defense and multiple non-governmental organizations have recognized the urgent need for new and innovative ways of treating soldiers and helping decommissioned veterans to readjust to life after traumatic events experienced in military service. More than 30 Veterans Affairs medical centers now participate in horse therapy for service members and veterans, according to the American Forces Press Service. Mindfulness practice is used widely for mitigating stress and promoting healing. Meditation has also been introduced to service members as a preventative measure against Post-Traumatic Stress Disorder (PTSD).

In response to this need, Shambhala Mountain Center will be hosting "Outer War, Inner Peace," a supportive retreat from August 1-4 combining a variety of healing practices for veterans and their families. In a safe and intimate environment nestled in the Rocky Mountains, this program will offer a new approach to dealing with PTSD that marries mindfulness meditation therapy and equine-assisted therapy to help veterans overcome trauma, diminish stress and cultivate the ability to trust loved ones and themselves.

"Mindfulness based meditation practice can help one achieve clarity and peace of mind. It has been instrumental in my own healing process recovering from the wounds of war," says Paul M. Kendel (SSG Ret), one of the retreat's instructors and author of *Walking the Tiger's Path: A Soldier's Spiritual Journey in Iraq*. Kendel will be accompanied for this program by an accomplished team of instructors including Margot Neuman, Executive Director of Veterans Peace of Mind Project, Gary Allen, leader of meditation groups and Shambhala Training programs and Bayard Cobb, a Naropa faculty member and meditation teacher of 30 years.

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For samples of some of our most recent articles by presenters, teachers, guest writers, and staff, please visit our SMC Blog at: blog.shambhalamountain.org

TESTIMONIALS

One of the best places on Earth! Sage Helperman, June 2016

Beautiful, peaceful and liberating. Lea Marlene, May 2016

I have never met so many kind and wise people in one place. Shambhala Mountain Center is nestled far away in the mountains from the hustle and bustle of the city. You can feel a sense of impalpable peace once you land at Shambhala Center. Such magnificent and awe inspiring views! Exquisitemiss via TripAdvisor, May 2016

Amazing people, amazing place, amazing energy. One of the most peaceful environments I've ever experienced. Travis Hinton, Feb 2016

I would recommend everyone who is interested in culture, architecture, self introspection, and can respect humanity make a point and visit the stupa. This is a treasure in the US. Travelerpa70 via TripAdvisor, Dec 2015

Every time I come to SMC and leave a changed person. It is hard to put it into words but the place is truly magical. It is one of those places that shows you what is humanly possible when people care about each other, are willing to treat each other with dignity and share that wisdom with the environment. WakefulHeart via TripAdvisor, June 2015

Shambhala Mountain Center was an amazing experience and opened my eyes in so many ways. With the chaos in life and the constant stimuli we have attacking our mind, a nice weekend retreat (or longer if you can) to SMC is a great way to take a step back and realize what is truly important in life. Scott McNary, May 2015

No words can describe this place. I mean it. It's breathtaking and makes you speechless. Shelby J via TripAdvisor, May 2015

I started my experience in 2011 with Courageous Women Fearlessly Living With Cancer.. It saved me, my spirit, and gave me a faith that I thought I had lost. Strength to find my place in the world and my fellow sisters. Thank you for all you have given me and shared with me. Love and Peace. Olie Mowers, April 2015

What an amazing experience! This was one of the best experiences I have had in my life. Quiet, serene, and well supported, my time at SMC reconnected me to the earth, weather and my heart. If you are looking for someplace to reboot your connection to your life, this is the place. Deidre W via Yelp, Jan 2014

Absolutely beautiful. Coming from LA, this place is literally a breath of fresh air - I didn't realize how much I missed nature until I spent a week at the Shambhala Mountain Center. As a retreat center, this place is breathtaking! Snoddy D via Yelp Dec 2013

SOCIAL MEDIA AND MULTIMEDIA GUIDE

Website	www.shambhalamountain.org
Blog	blog.shambhalamountain.org
Online Events	events.shambhalamountain.org
Facebook	ShambhalaMountainCenter
YouTube	TheShambhalaMountain
Tumblr	Shambhala-Mountain
Twitter	ShambhalaMC
Instagram	ShambhalaMC
Google+	ShambhalaMC
Pinterest	ShambhalaMC
Sound Cloud	ShambhalaMC

VIDEOS OF INTEREST

Welcome to Shambhala Mountain Center: <https://youtu.be/sSjZzNvZDoM>
Feel into The Great Stupa of Dharmakaya: https://youtu.be/rYuR9gz_tpl
Dalai Lama receives inaugural Living Peace Award at SMC: <https://youtu.be/ppGrdIcYNLA>
Awake in the World -- Shambhala Mountain Center: <https://youtu.be/tahJ8mbxXTI>
Wisdom In Action 2016: <https://youtu.be/I-JBa7p6ZhI>
Seane Corn on the Real Work of the Activist: https://youtu.be/8z_N5FzkipSI
Colorado Retreat Rental: Shambhala Mountain Center: <https://youtu.be/N4yZ00-ir34>

CONTACT

PRESS AND MEDIA RELATIONS

For press requests, pictures, interviews, filming, and assistance, or to inquire about advertising, partnerships, marketing, vendors, and sponsors, please contact:

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SMC is located about 2 hours northwest of Denver and Boulder, CO, 45 minutes north of Fort Collins, CO and 2 hours southwest of Cheyenne, WY in Red Feather Lakes, CO. Detailed directions are on our website.