



## IYNAUS Media Update 8/22/14

### **Press materials sent to:**

Associated Press  
[info@ap.org](mailto:info@ap.org)

Yoga International  
Debbie Robinson, 570/253-5551  
[drobinson@yogainternational.com](mailto:drobinson@yogainternational.com)

Namarupa  
Eddie Stern  
Tel.212.431.3738  
[eddie@namarupa.org](mailto:eddie@namarupa.org)

Web MD Magazine  
[newstip@webmd.net](mailto:newstip@webmd.net).

Integral Yoga Magazine: [http://integrallyogamagazine.org/  
submissions@iyomagazine.org](http://integrallyogamagazine.org/submissions@iyomagazine.org)

Flow Yoga Magazine: [http://www.flowyogamagazine.com/  
sr@flowyogamagazine.com](http://www.flowyogamagazine.com/sr@flowyogamagazine.com)

LA Yoga Magazine: [http://layoga.com/  
felicia@layogamagazine.com](http://layoga.com/felicia@layogamagazine.com)  
[rita@lamagazine.com](mailto:rita@lamagazine.com)

Press Materials will be sent to:  
Yoga Journal

### **Stories we assisted with:**

ABC News  
<http://abcnews.go.com/Lifestyle/bks-iyengars-influence-us-yoga-studios-flows/story?id=25055869>

LA Times  
<http://www.latimes.com/local/obituaries/la-me-bks-iyengar-20140821-story.html#page=1>

Akron Beacon Journal (via LA Times)  
<http://www.ohio.com/news/nation/b-k-s-iyengar-indian-guru-who-helped-popularize-yoga-in-west-dies-at-95-1.515617>

## **IYNAUS Media Update, page 2**

### **Stories appeared in the following:**

(Note: Each and every one of these links were manually located and checked – this is not a Google-generated list or any other kind of automated list. They are grouped by news service, when applicable.)

These are U.S.-based stories only. Stories appear throughout the world. More than 92,000 results appeared in this search. To see a Google list, visit:

[https://www.google.com/search?q=bks+iyengar&safe=active&rlz=1C1FLDB\\_enUS582US583&es\\_sm=122&source=univ&tbn=NEWS&tbo=u&sa=X&ei=pU\\_3U8QRga7IBIneqbAN&ved=0CCcQkSU&biw=1440&bih=785](https://www.google.com/search?q=bks+iyengar&safe=active&rlz=1C1FLDB_enUS582US583&es_sm=122&source=univ&tbn=NEWS&tbo=u&sa=X&ei=pU_3U8QRga7IBIneqbAN&ved=0CCcQkSU&biw=1440&bih=785)

### Appeared via NYT

NY Times

[http://www.nytimes.com/2014/08/21/world/asia/bks-iyengar-who-helped-bring-yoga-to-west-dies-at-95.html?\\_r=0](http://www.nytimes.com/2014/08/21/world/asia/bks-iyengar-who-helped-bring-yoga-to-west-dies-at-95.html?_r=0)

[http://www.nytimes.com/2014/08/21/world/asia/bks-iyengar-who-helped-bring-yoga-to-west-dies-at-95.html?\\_r=0](http://www.nytimes.com/2014/08/21/world/asia/bks-iyengar-who-helped-bring-yoga-to-west-dies-at-95.html?_r=0)

<http://well.blogs.nytimes.com/2014/08/20/what-is-so-special-about-iyengar-yoga/>

The Seattle Times (NYT)

[http://seattletimes.com/html/nationworld/2024355610\\_iyengarobitxml.html](http://seattletimes.com/html/nationworld/2024355610_iyengarobitxml.html)

Boston Globe (NYT)

<http://www.bostonglobe.com/metro/obituaries/2014/08/20/indian-yoga-guru-iyengar-dies/oQPCX3RruFvHEo7kfHUi6l/story.html>

St. Paul Pioneer Press (NYT)

[http://www.twincities.com/News/National/ci\\_26375716/BKS-Iyengar-helped-bring-yoga-to-West](http://www.twincities.com/News/National/ci_26375716/BKS-Iyengar-helped-bring-yoga-to-West)

The Wall Street Journal

<http://blogs.wsj.com/indiarealtime/2014/08/20/yoga-guru-b-k-s-iyengar-dies-in-india/>

<http://online.wsj.com/articles/indian-guru-b-k-s-iyengar-spread-yoga-across-the-globe-1408588756>

The Washington Post (via Times of India)

[http://www.washingtonpost.com/news/morning-mix/wp/2014/08/20/famous-yogi-bks-iyengar-has-died/?tid=hp\\_mm](http://www.washingtonpost.com/news/morning-mix/wp/2014/08/20/famous-yogi-bks-iyengar-has-died/?tid=hp_mm)

Time

<http://time.com/3148230/yoga-guru-bks-iyengar-dies-at-95/>

NPR

<http://www.npr.org/2014/08/20/341958770/yogi-iyengar-who-helped-bring-yoga-to-the-west-dies-at-95>

<http://www.npr.org/2014/08/21/342095304/b-k-s-iyengar-dies-at-95-sickly-child-became-yoga-guru>

### **IYNAUS Media Update, page 3**

Yoga Journal

<http://www2.yogajournal.com/yoga-101/yoga-loses-luminary-bks-iyengar-1918-2014/>

<http://www2.yogajournal.com/article/lifestyle/living-legacy/>

<http://www2.yogajournal.com/yoga-101/remembering-bks-iyengar-matthew-sanford/>

<http://www2.yogajournal.com/yoga-101/remembering-bks-iyengar-nikki-costello/>

<http://www2.yogajournal.com/people/people/bks-iyengar/>

<http://www2.yogajournal.com/uncategorized/remembering-bks-iyengar-richard-rosen/>

<http://www2.yogajournal.com/yoga-101/remembering-bks-iyengar-aadil-palkhivala/>

<http://www2.yogajournal.com/uncategorized/baron-baptise-tribute-iyengar/>

Inc.

<http://www.inc.com/ilan-mochari/remembering-iyengar.html>

Atlanta Journal-Constitution (via International Business Times)

<http://www.ajc.com/feed/business/bks-iyengar-legendary-yoga-guru-dies-in-pune/fht9z/>

Chicago Now

<http://www.chicagonow.com/ups-and-downs-of-a-yoga-mom/2014/08/bks-iyengar-dies-at-96-years-old/>

LA Yoga

<http://layoga.com/yoga-in-the-world/b-k-s-iyengar-master-yoga-beloved-guru-dies-95/>

Appeared via Reuters

Chicago Tribune (Reuters)

<http://www.chicagotribune.com/entertainment/sns-rt-us-india-yoga-20140820-story.html>

Baltimore Sun (Reuters)

<http://www.baltimoresun.com/sns-rt-india-yoga--20140820,0,4766574.story>

The Atlantic

<http://www.theatlantic.com/international/archive/2014/08/bks-iyengars-amazing-contortions/378895/>

The Guardian

<http://www.theguardian.com/lifeandstyle/2014/aug/20/bks-iyengar-guru-global-yoga-dies>

Big Think

<http://bigthink.com/21st-century-spirituality/strength-through-adversity-remembering-bks-iyengar>

## **IYNAUS Media Update, page 4**

Appeared via USA Today

USA Today

<http://www.usatoday.com/story/life/wellness/2014/08/20/iyengar-yoga-death-india-guru/14324985/>

Detroit Free Press (USA Today)

<http://www.freep.com/article/20140820/NEWS08/308200088/BKS-Iyengar-obit-yoga-guru>

Appeared via AP

Minneapolis Star-Tribune (AP)

<http://www.startribune.com/world/271969541.html>

Huffington Post (via AP)

[http://www.huffingtonpost.com/2014/08/20/bks-iyengar-dead-dies\\_n\\_5694872.html](http://www.huffingtonpost.com/2014/08/20/bks-iyengar-dead-dies_n_5694872.html)

NBC News (AP)

<http://www.nbcnews.com/news/world/leading-indian-yoga-guru-yogacharya-b-k-s-iyengar-dies-n185031>

Miami Herald (AP)

<http://www.miamiherald.com/2014/08/20/4299189/indias-iyengar-who-helped-popularize.html>

San Francisco Chronicle (AP)

<http://www.sfchronicle.com/news/world/article/India-s-Iyengar-who-helped-popularize-yoga-dies-5699954.php>

Dallas Morning News (AP)

<http://www.legacy.com/obituaries/dallasmorningnews/obituary.aspx?n=bks-iyengar&pid=172190901>

Ann Arbor News (AP)

<http://obits.mlive.com/obituaries/grandrapids/obituary.aspx?n=bks-iyengar&pid=172190901>

Philadelphia Inquirer (AP)

<http://www.inquirer.com/search?searchKeywords=bks+iyengar&Submit=&adv=n&search=y&sortBy=date>

St. Louis Post-Dispatch (AP)

[http://www.stltoday.com/news/world/indian-yoga-guru-b-k-s-iyengar-dies-at/article\\_36c03f17-f794-557d-bfa3-46dfbe50c5c3.html](http://www.stltoday.com/news/world/indian-yoga-guru-b-k-s-iyengar-dies-at/article_36c03f17-f794-557d-bfa3-46dfbe50c5c3.html)

Boston Herald (AP)

<http://www.legacy.com/obituaries/bostonherald/obituary.aspx?n=bks-iyengar&pid=172190901>

New York Daily News (AP)

<http://www.nydailynews.com/life-style/health/yoga-guru-b-s-iyengar-popularized-practice-dies-95-article-1.1910204>

Denver Post (AP)

[http://www.denverpost.com/obituaries/ci\\_26370356/indias-iyengar-who-helped-popularize-yoga-dies](http://www.denverpost.com/obituaries/ci_26370356/indias-iyengar-who-helped-popularize-yoga-dies)

Houston Chronicle (AP)

<http://www.chron.com/default/article/India-s-Iyengar-who-helped-popularize-yoga-dies-5699954.php>

Newsday (AP)

<http://www.newsday.com/news/world/india-s-iyengar-who-helped-popularize-yoga-dies-1.9103492>

## **IYNAUS Media Update, page 5**

Appeared via AP, continued

The Newark Star-Ledger (AP)

<http://obits.nj.com/obituaries/starledger/obituary.aspx?n=bks-iyengar&pid=172190901>

San Jose Mercury News (AP)

[http://www.mercurynews.com/obituaries/ci\\_26370356/indias-iyengar-who-helped-popularize-yoga-dies](http://www.mercurynews.com/obituaries/ci_26370356/indias-iyengar-who-helped-popularize-yoga-dies)

Chicago Sun-Times (AP)

<http://legacy.suntimes.com/obituaries/chicagosuntimes/obituary.aspx?n=bks-iyengar&pid=172190901>

Orange County Register (AP)

<http://www.legacy.com/obituaries/orangecounty/obituary.aspx?n=bks-iyengar&pid=172190901>

Tampa Bay Times (AP)

<http://www.legacy.com/obituaries/sptimes/obituary.aspx?n=bks-iyengar&pid=172190901>

Cleveland Plain Dealer (AP)

<http://obits.cleveland.com/obituaries/cleveland/obituary.aspx?n=bks-iyengar&pid=172190901>

Arizona Republic (AP)

<http://www.legacy.com/obituaries/azcentral/obituary.aspx?n=bks-iyengar&pid=172190901>

Las Vegas Review Journal (AP)

<http://obits.reviewjournal.com/obituaries/lvrj/obituary.aspx?n=bks-iyengar&pid=172190901>

San Diego Union Tribune (AP)

<http://www.utsandiego.com/news/2014/aug/20/indias-iyengar-who-helped-popularize-yoga-dies/>

Oregonian (AP)

<http://obits.oregonlive.com/obituaries/oregon/obituary.aspx?n=bks-iyengar&pid=172190901>

Sacramento Bee (AP)

<http://www.sacbee.com/2014/08/20/6640989/indias-iyengar-who-helped-popularize.html>

Milwaukee Journal Sentinel (AP)

[http://hosted.ap.org/dynamic/stories/A/AS\\_INDIA\\_OBIT\\_BKS\\_IYENGAR?SITE=WIMIL&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/A/AS_INDIA_OBIT_BKS_IYENGAR?SITE=WIMIL&SECTION=HOME&TEMPLATE=DEFAULT)

Tampa Tribune (AP)

<http://www.legacy.com/obituaries/tbo/obituary.aspx?n=bks-iyengar&pid=172190901>

Kansas City Star (AP)

<http://www.legacy.com/obituaries/kansascity/obituary.aspx?n=bks-iyengar&pid=172190901>

Fort Worth Star Telegram (AP)

<http://www.legacy.com/obituaries/dfw/obituary.aspx?n=bks-iyengar&pid=172190901>

Pittsburg Post Gazette (AP)

<http://www.legacy.com/obituaries/postgazette/obituary.aspx?n=bks-iyengar&pid=172190901>

South Florida Sun Sentinel (AP)

<http://www.legacy.com/obituaries/sunsentinel/obituary.aspx?n=bks-iyengar&pid=172190901>