

Embassy of India

Buenos Aires

Subject: Report on the celebrations of the Third International Day of Yoga in Buenos Aires, Argentina

The highlights of the main event for celebrating the Third International Day of Yoga in Buenos Aires, Argentina are detailed below:

2. The event was held on 20 June 2017 at Centro Cultural Kirchner (CCK), a prestigious cultural centre run by the National Government. We utilized at CCK, which allowed simultaneous activities, such as Yoga practice, meditation sessions and conferences. According to our estimates, approximately 10,000 people joined the celebration in Buenos Aires.

3. A website (www.diadelyogaba.com), a Facebook page (www.facebook.com/diadelyogaba) and an Instagram page (@DiadelYogaBA) were launched for this event. An advertising campaign on Facebook attracted a huge number of people. Approximately 6,000 people registered for the event, and it is planned to use their contact details to effectively promote the next event of IDY.

4. Local media was also a key element for promoting the celebration. La Nacion, one of the most read newspapers in Argentina, advertised the event in its online channel LN+. Yoga+ magazine, FM Milenium Radio, Radio Cultura, and Relajemos.com were media partners of the event.

5. The International Day of Yoga in Buenos Aires was also advertised on the Website of the City Government, and on CCK's website.

6. This event received the wide support of Government officials, with the following attending the event:

I. Mr. Sergio Bergman, Minister of Environment and Sustainable Development, Govt. of Argentina.

II. Mr. Marcelo Wechsler, National Deputy. President of the Parliamentary Friendship Group with India.

III. Ms. Mercedes Miguel, Secretary of Innovation in Education, Ministry of Education, Govt. of Argentina. She held a conference during the event on the contribution of Yoga to education.

IV. Mr. Andy Freire, Minister of Modernisation, Innovation and Technology of the City of Buenos Aires. He held a conference during the event on the contribution of Yoga to different work environments. He also helped in

promoting the event on social media.

V. Mr. Mario Quintana, Deputy Chief of the Cabinet of Ministers.

VI. From the embassy, Mr. Sanjiv Ranjan, Ambassador of India in Buenos Aires inaugurated the event with a speech.

7. The following artists supported/attended the event:

I. Mr. Boy Olmi, actor. He gave a speech during the opening ceremony on his years of experience with Yoga.

II. Ms. Nacha Guevara, actress and singer. She gave a speech on the contribution of Yoga to her life and conducted a meditation session. She also participated in the promotion of the event on social media.

III. Mr. Maximiliano Guerra, ballet dancer, and Ms. Patricia Baca Urquiza, ballet dancer. They performed in the closing ceremony and gave a speech on how Yoga contributes to their lives.

IV. Ms. Patricia Sosa, singer. A video of her talking about how Yoga and meditation helped her in her career as a singer was screened during the closing ceremony.

V. Mr. Axel Witteveen (popularly known as 'Axel'), singer, supported the event.

8. The following institutions participated, along with the Embassy of India in Buenos Aires, as organisers of the event.

I. Brahma Kumaris, Argentina

II. Art of Living, Argentina

III. Ayurveda Prema Health Foundation

IV. Foundation Hastinapura

V. Yoga Sivananda

VI. Universidad del Salvador

VII. Yoga, Arts and Disabilities Association

VIII. Integración Humana
