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### **Kula for Karma Appoints Claire Whittleston to Part-Time Director of PR/Media Relations**



Founded in 2007, Kula for Karma, a non-profit organization focused on offering therapeutic yoga within the healthcare milieu, is pleased to announce the appointment of Glen Rock, Bergen County resident Claire Whittleston as part-time Director of PR/Media Relations.

Claire will work to build stronger awareness among consumers and businesses, communicating mindfulness meditation and the selfless service of passionate volunteers who work to relieve suffering and to promote wellness among society's most vulnerable populations – those who have been challenged by illness, disabilities, violence and other traumas. One of her responsibilities is to gain the attention of businesses and individuals who have the resources to support Kula for Karma's vision.

"I am excited to work with Kula for Karma realizing that I can turn my passion into action, touching other people's lives through the power of communication," Claire highlights. Originally from Yorkshire in England, Claire brings with her over eight years of international PR/Marketing experience gained while living and working in England, Singapore and most recently, the U.S.A. She has worked with clients within the business to business, consumer, trade, arts and non-profit sectors.

Geri Topfer, Founder and President says, "Claire has strong experience in managing key messages and implementing publicity strategies through both traditional and digital media that will be critical in facilitating Kula for Karma growth". As an 11 year practicing yogi, Whittleston's opportunity came about from attending a recent yoga retreat with her local studio, Naturally Yoga based in Glen Rock. "I laid my mat next to Geri Topfer. We got talking about this amazing organization that touches so many lives. From then on it was a natural progression for me to get more involved with Kula for Karma," said Whittleston.

Geri continued, "We have planted many seeds, which are in full bloom. For example, changing the face of healthcare at The John Theurer Cancer Center, where oncologists are prescribing yoga five days a week, along with chemotherapy and radiation. Our latest announcement could potentially change the face of healthcare - we are excited about taking our communications strategy to the next level. We are confident that Claire is the perfect person for this position." To learn more about supporting Kula for Karma's mission please visit [www.kulaforkarma.org](http://www.kulaforkarma.org) or contact Claire on tel: 201 675 5602.