

## **FOR IMMEDIATE RELEASE**

Contact: Jeanna Zelin, 480.298.0928 or [jeanna@zelincomm.com](mailto:jeanna@zelincomm.com)

### **AZ MEDITATION EXPERT EQUIPS 20 AFGHAN BUSINESSWOMEN FOR SUCCESS**

*Thunderbird School of Global Management hosts 20 businesswomen from Afghanistan in an intensive entrepreneurship skills course and meditation instructor Sarah McLean teaches them how to handle stress more effectively.*

(Phoenix Ariz.) Oct. 21, 2010 — Thunderbird School of Global Management invites 20 businesswomen from Afghanistan to participate in its fourth annual Project Artemis program, a two week intensive entrepreneurship skills course. The women work with Thunderbird's business professors and visit at successful Arizona businesses, and are mentored by successful businesswomen from the U.S. and Europe. As part of the project, the women visit Sedona, Arizona to learn stress management techniques from meditation expert Sarah McLean, the Director of the Sedona Meditation Training Company.

This year's class of 20 fellows was chosen from a group of over 250 applicants from 18 provinces all over Afghanistan. From 21 to 49 years old, from seven different provinces, they run a variety of businesses: there's a professional photographer, an owner of chicken farm in Helmand, and a proprietor of an internet cafe for women in Jawazjan. As women entrepreneurs in Afghanistan, each one of them has to face a variety of stresses.

Sedona Meditation director, Sarah McLean, will show each one how reduce and prevent stress through mindfulness and meditation practices. Meditation has been proven to help people reduce blood pressure, anxiety and depression. It increases a sense of well being and enhances the immune system. Those who meditate also report higher levels of self-esteem, a clearer mind, the ability to focus and make better decisions.

"In the late 80's I spent time in an Afghan refugee camp while biking through Pakistan. I feel a very deep kinship with Afghan people and when I think about the ongoing stress they have had to face over the years of warfare in their country, I want to help," says Sarah McLean, director of the Sedona Meditation Training Company. And now, I can support these pioneering women here in my own country. I am honored."

Project Artemis participants are in Arizona from October 16th through the 30th for training by some of Thunderbird's best business professors, site visits at successful Arizona businesses, and mentoring by successful businesswomen from the U.S. and Europe. They will then be going on to spend the week of November 1st in Washington, DC, hosted by the U.S./Afghan Women's Council for additional leadership and policy/advocacy training and meetings.

The women will return to Afghanistan to execute their training despite much adversity and personal risk. The success stories of the more than 44 Project Artemis graduates thus far are proof of their spirit, resolve and hard work.

For more information about Project Artemis and to read more success stories, go to <http://www.thunderbird.edu/projectartemis>

#### About Thunderbird

Thunderbird is the world's No. 1-ranked school of international business with more than 60 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird is sought out by graduate students, working professionals and companies worldwide seeking to gain the leadership skills they need to succeed in today's global economy. For more about Thunderbird, please visit: [www.thunderbird.edu](http://www.thunderbird.edu).

#### About Sarah McLean

Featured in the New York Times, Sarah McLean is a renowned meditation instructor and director of the Sedona Meditation Training Company in Arizona. Trained by the U.S. Army to help soldiers deal with post traumatic stress, McLean also served as the Education Director for Dr. Deepak Chopra. She is now recognized as the face of mainstream meditation and teaches meditation and facilitates creativity and self-discovery retreats throughout the Southwest. For more information visit [www.sedonameditation.com](http://www.sedonameditation.com).

For images or an interview, or for attendance of the program in Sedona on October 22 at 2pm, contact Jeanna Zelin at 480-298-0928 or [jeanna@zelincomm.com](mailto:jeanna@zelincomm.com).

###