

## **PRESS RELEASE**

### **For Immediate Release**

#### **MOMM, the first ever global mass meditation that will be measured.**

MOMM (Moments of Mass Mindfulness) a global meditation movement, is building a community focused on peace, connection, collaboration to enhance personal wellbeing. Founded by Sue Cooper and Irfan Sohail, MOMM will be hosting a global mass meditation using a heart-based technique, and everyone is invited to participate to spread peace. Taking place in the UK and worldwide on Sunday 12 May 2019, 3pm - 4pm BST, ahead of Mental Awareness Week, and World Meditation Day.

As a world first, MOMM will be the first ever mass meditation to be measured. In partnership with the HeartMath Institute who is providing their new Global Coherence app to all participants for free to download on Android and iOS devices. This interactive app is key to quantifying the number of people taking part in 100 plus locations across 30 countries. Additionally, hundreds of HeartMath Inner Balance owners across the world will be using their Inner Balance biofeedback sensors during the MOMM meditations to measure the collective power, and heart energy participants will generate. 'The MOMM collaboration with the HeartMath Institute is the perfect fit for us. The use of HeartMath technology to measure social and group coherence at this scale, across such a diverse range of countries and communities is an incredible opportunity, and beyond exciting as a world first,' said Irfan Sohail (Co-founder MOMM).

Sue Cooper (Co-founder MOMM) said, "We are witnessing daily momentum as the networks of participants sign up to spread their inspiration for positive change globally." Originating in the UK, MOMM has transformed into a truly a global affair with participation in locations as diverse as Argentina, Hawaii, Pakistan, Israel, Brasil, Costa Rica, Canada, New Zealand, USA, Australia, and is growing daily. Participation ranges from individuals meditating at home, to intimate private gatherings, to more significant public events with thousands of people gathering in a wide range of venues such as community centres, church halls, yoga studios, tropical beaches, cafes, woodland and green spaces. MOMM was inspired by the 1993 Washington DC experiment that saw thousands of participants use meditation to bring about more peace. Its vision is to use mindfulness as a strategy for directing oneself away from self-incriminating thoughts and limiting beliefs. Mindfulness is a meditative practice of paying attention to your body, mind, and surroundings in a non-judgmental manner. Mindfulness and meditation are recommended as a treatment for people with mental ill-health. Recommended by NICE as a preventative practice for people with experience of recurrent depression, as well as those who want to improve their mental health and wellbeing. Numerous studies are showing compelling support for

Mindfulness-Based Stress Reduction (MBSR), which helps people to cope with stress, and for Mindfulness-Based Cognitive Therapy (MBCT), which is designed to help people with recurring depression. There is little doubt that its use is an effective intervention and prevention techniques.

Conversations and collaborations are springing up through a new paradigm of self-care and lifestyle medicine, which combines objective knowledge and subjective experiential practices. These practices, towards balance and coherence, energise and rejuvenate both mind and body. Meditation, mindfulness, indeed all contemplative practices serve to calm the nervous system, activating the body's own natural healing system, aided by health-improving behaviours of better nutrition, exercise, stress reduction and a good night's sleep.

Getting involved is easy:

1. Organise your own MOMM gathering with just you or a group of friends and family, in your space or a local venue.
2. [Download the Global Coherence APP](https://www.mommworld.org/appdownload) and join the MOMM group - [www.mommworld.org/appdownload](https://www.mommworld.org/appdownload)
3. If you own a HeartMath Inner Balance sensor, you can use it to take part in the coherence experiment, but it's not essential.

For more information on Moments of Mass Mindfulness - [www.mommworld.org](https://www.mommworld.org)

**ENDS**

**Links:**

App download - <https://www.mommworld.org/appdownload>

**Sources:**

(1) When science meets mindfulness

(<https://news.harvard.edu/gazette/story/2018/04/harvard-researchers-study-how-mindfulness-may-change-the-brain-in-depressed-patients/>)

(2) Depression in adults: recognition and

management(<https://www.nice.org.uk/guidance/cg90/chapter/1-Guidance#care-of-all-people-with-depression>)

(3) Mental Health Foundation(<https://www.mentalhealth.org.uk/publications/how-look-after-your-mental-health-using-mindfulness>)

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**About MOMM:**

**Founded by Sue Cooper & Irfan Sohail, Moments of Mass Mindfulness (MOMM)** is a meditation movement for everyone. We are raising awareness of, and co-creating in community, a model that fully embraces the true definition of health as both an Art and a Science. At the heart of it all, we are focused on building community, connection, collaboration and to enhance personal wellbeing.

**For more on Moments of Mass Mindfulness - <https://www.mommworld.org>**

**About HeartMath:**

**HeartMath** has developed a system of effective, scientifically based tools, techniques and technologies to help people transform stress into resilience, improve performance and live life with more health, happiness and heart.

**For more on HeartMath UK+IRL - <https://www.heartmath.co.uk>**

**For more on the HeartMath Institute - <https://www.heartmath.org>**

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**Profile of Founder Sue Cooper (available for interviews):**

Sue Cooper is a Mindfulness and Meditation Teacher, Ayurvedic Lifestyle Coach and recently retired Registered Nurse with over four decades of nursing in clinical care, healthcare management and education. Her wealth of holistic experience influences Sue's work to build community collaborations and connections based on the wisdom of the healing arts and their applications to modern day Self Care and the fusion with scientific research from Health Care, also known as Integrative Care. The heart of the dynamic work towards individual self-awareness and social coherence is inspiring and co-creating Integrative Care Communities, to help and support inner well-being, human connections and a sense of unity across the world.

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**Quotes for use:*****Gavin Andrews UK & Ireland, Managing Director HeartMath:***

"Our Global Coherence app will tell us how many people are participating in the meditations. Well, the total who are logged into the app at least. During the meditation itself, every single participant will be visible as an illuminated point on a global map. If you've ever seen those amazing pictures of the earth from space where you can see the bright lights emitted by urban areas, then that's similar to what we'll be able to see on the app. We'll be able to zoom into

different areas within each continent and nation to see where people are, and we'll know that they are joining in."

***Dr Rollin McCraty Director of Research, HeartMath Institute:***

"One of the benefits of the new Global Coherence app is that it can help people to learn and practice how to get into coherence at both the individual and group level. And that's what the app will be measuring during MOMM, the group coherence of hundreds or thousands of people using our Inner Balance biofeedback sensors. And the app will also enable us to quantify participation in MOMM, not just those using our sensors, but the thousands of people participating across the world. We'll know how many are signed into the app during the meditations and where they are in the world."