Immediate Release

TOOLS FOR PEACE LAUNCHES
‘STOP, BREATHE & THINK’ WEB APP
Popular Meditation Tool Now Available on
All Internet-Connected Devices

“You can change your whole frame of mind with just a few minutes of meditation.”
– Fast Company

“Intuitively designed and supremely accessible.”
– Outside Magazine

“I never would have expected my phone would actually disconnect me from all the insanity, until I found... SBT.”
– Cool Mom Tech

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(Pasadena, CA) September 29, 2014 – Today Tools for Peace, the educational non-profit, is launching the ‘Stop, Breathe & Think’ web app for all Internet-connected devices. In January 2014, when Tools for Peace originally launched ‘Stop, Breathe & Think’ for iOS, the response was positive and far-reaching with hundreds of thousands of downloads, media coverage around the world and positive feedback on social media. Now, the app is available as a web app to ensure anyone with a browser can use it on their Androids, desktops, tablets, Windows phones, and even future devices. The app, available online at app.stopbreathethink.org, in the Google Play Store and Apple’s App Store, is free.
and includes additional meditation packages – recorded by Grammy award-winning k.d. lang along with Jamie Price, executive director of Tools for Peace – for $.99 to $2.99 (all funds raised going directly toward Tools for Peace programs).

“Our goal is to get this meditation app in the hands of as many people as possible. The world would be a very different place if everybody had these tools,” said lang, supporter of Tools for Peace. “Now, with the web version of the ‘Stop, Breathe & Think’ app, more people can meditate anywhere.”

Two weeks ago, lang launched a social media campaign called #meditateanywhere on the Tools for Peace Facebook and Twitter feeds, encouraging people to share ideas and photos of places where they can now meditate with this portable and more accessible tool. See www.facebook.com/toolsforpeace and www.twitter.com/toolsforpeace.

‘Stop, Breathe & Think’ app works like a personal meditation coach. When the app is opened, you are greeted with a check-in, asking to how your mind, body and emotions are feeling. Then, the app leads you to a list of meditations, which can be streamed at will, each taking between five and 10 minutes to complete. The app records progress so you will see improvement over time as meditation becomes more routine.

The ‘Stop, Breathe & Think’ app has been named one of the ”2014 Best Apps for Families” by Parents Magazine, has been featured in Fast Company, Outside Magazine, and Cool Mom Tech, among others, and received an honorable mention from Stanford University’s Center for Compassion and Altruism Research and Education during the Compassion and Technology Conference held on December 6, 2013.

ABOUT TOOLS FOR PEACE

Tools For Peace (TFP) is a non-profit organization supported completely through purchases and donations. With help from contributors, TFP has reached over 17,000 students to date, promoting positive and concrete skill development to support their social, academic and professional success.

Partnering with over 20 organizations, universities and schools, Tools for Peace programs are designed to inspire kindness and compassion in everyday life through practicing mindfulness and meditation. Programs include annual camps, and in-school and after-school programs for students who could otherwise not afford them.

Purchases will continue to enrich and strengthen these programs and will help
TFP maintain and expand their ‘Stop, Breathe & Think’ web app. All raised funds go directly toward their programs, providing TFP students with the support they need to overcome disadvantages and achieve their academic and professional dreams.

For more about Tools for Peace, visit toolsforpeace.org.

**CREDIT FOR APP**

Tools for Peace worked with the creative cooperative One Long House (OLH) to make this app a reality. Founded in 2009, OLH is a network of talented individuals & small studios whose clients include: Hammer Museum, UCLA, Los Angeles Times, and the Natural History Museum of Los Angeles: onelonghouse.com.