



## **CHER SINGS DEVA PREMAL'S GAYATRI MANTRA on NBC SPECIAL**

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## **CHER SINGS DEVA PREMAL'S GAYATRI MANTRA on NBC SPECIAL**

The highlight of Cher's FAREWELL CONCERT television special featured the famed actress, coming on-stage atop a life-sized mechanical elephant, singing Deva Premal's arrangement of the GAYATRI MANTRA, one of the world's oldest chants. The concert, which has been on tour since June 2002, was aired on April 8, 2003, and viewed by an estimated 17 million. Cher first heard Deva Premal's recording of the mantra in a yoga class, and she has been a fan ever since. The piece, which is on Deva Premal's best-selling album THE ESSENCE, was licensed for use on the tour. Deva Premal & Miten were guests at one of the live performances last summer.

The Gayatri mantra is one of the most revered prayers of the Hindu tradition. It is whispered several times daily by millions of Hindus around the world. "The Gayatri is purifying and enlightening," says Rolf Sovik in his article on the mantra in the March 2003 issue of YOGA INTERNATIONAL magazine. "The Gayatri is a prayer as well as a mantra," Sovik continues. "As a mantra, it is a set of sounds used by practitioners to realize a higher state of consciousness..."

Deva Premal is very pleased that Cher is introducing so many people to the power and beauty of the mantra. It is a great blessing in this time of war and uncertainty.

For more information:

**Deva Premal and Miten:** [www.MitenDevaPremal.com](http://www.MitenDevaPremal.com)

"Awakening to the Gayatri Mantra," YOGA INTERNATIONAL, March 2003.  
[www.yimag.org/features.asp?articleid=2](http://www.yimag.org/features.asp?articleid=2)

**Cher's Farewell Tour:** [www.nbc.com/nbc/Cher](http://www.nbc.com/nbc/Cher)