



Deva Premal & Miten Press Release

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FOR IMMEDIATE RELEASE:

Following Sales of 1.5 Million Albums, Chart-Topping Musician Deva Premal Releases *Deva*, an Eclectic Collection of Signature Mantras that are Medicine for the Soul

October 12, 2018 - Deva Premal's first original composition, the long-form Gayatri mantra, debuts on her new album, nearly 20 years after the short Gayatri catapulted her into stardom.

Boulder, CO - The new *Deva* album is a calling - out of the chatter in your mind, the heaviness in your heart, and the distractions in your life, and into your breath, your senses, and this present moment. Alternately soothing, uplifting, and inviting, the music ushers you into the depths of your soul and serves as a tool for transcendence, a portal into the realm of new possibility. The album begins and ends with Deva Premal's original melodic composition of the full "Seven Chakra Gayatri Mantra," with Deva's voice soft yet powerful, drawing the listener into the experience of stillness and peace. On the journey in-between, musical tracks range from haunting vocals sung in unison and accompanied by a Bansuri (Indian bamboo flute), to harmonic vocals with an assortment of melodic and rhythmic instrumentation - including the prayerful "Prabhujee" track, written by Ravi Shankar and featuring his daughter, Anoushka Shankar, on sitar. Always nurturing, this musical journey inspires anything from deep meditation to sleep to gentle dance movements, making the album tracks suitable for diverse playlists.





From the time she was in her mother's womb, Deva's father chanted the Gayatri mantra to Deva each night, as a lullaby, and the mantra has since played a metaphysical role in Deva's life. After hearing this mantra in the mid-1990s, for the first time since her childhood, Deva spontaneously overcame shyness about her voice and stepped out from the shadows, transitioning from a backup singer for Miten's devotional songs, to the lead singer for Deva Premal & Miten. With this new album, the Gayatri mantra once again ushers Deva into the light, this time as composer as well as a solo artist. Not only is the Gayatri mantra on this album the first original melody that Deva has written, but the entire album is all about *Deva* - an eclectic collection reflecting the many dimensions of Deva Premal's soul and musical expression, from the beginning of her spiritual journey through today.

Deva Premal & Miten Endorsements

My favorite CD to do yoga to is Deva Premal's...As a matter of fact, I drive my teacher crazy, because it's the only one I want to listen to!

- *Cher*

I love the music of Deva Premal...It is truly a portal into Presence. As you listen, the sacred space that lies beyond the mind emerges naturally and effortlessly. Pure magic.

- *Eckhart Tolle*





About Deva Premal & Miten

Featured in top media including *The Wall Street Journal*, *The Los Angeles Times*, and *The Huffington Post*, endorsed by celebrities as varied as Cher, Tony Robbins, and the Dalai Lama, included in movie soundtracks such as *Walkout*, *Mantra*, and *8 Seconds*, and honored by 1.5 million album sales, 550,000 monthly Spotify listeners and 400,000 Facebook followers, chart-topping musicians Deva Premal & Miten are modern nomads on a mission to share with humanity the medicine of mantra. With original chants that are used for meditation, yoga, stress management, massage, and sleep playlists worldwide, Deva Premal & Miten not only model spiritually-conscious living but also share powerful tools for wellness, mindfulness, and personal growth. Visit Deva Premal & Miten at **DevaPremalMiten.com**.

