

FOR
IMMEDIATE
RELEASE



THE MEDICINE OF MANTRA

DEVA

Deva Premal

Following Sales of
1.5 Million Albums, Mantra
Singer DEVA PREMAL
Releases DEVA, a
Transcendent Collection
of Signature Mantras for
Yoga, Meditation and
Sacred Dance.

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On Oct 12 2018, Deva Premal's composition, the Seven Chakra Gayatri Mantra, debuts on DEVA, nearly 20 years since Deva's original ground-breaking version of the ancient Gayatri Mantra began topping alternative music charts and appearing on yoga, meditation, and sleep playlists worldwide.

DEVA is a calling - beyond the chattering mind, the heaviness of the heart and the numerous distractions of life, into a place of refuge and conscious relaxation.

Alternately soothing, uplifting, and inviting, Deva's voice ushers us into deeper states of meditation, serving as a portal to inner peace. The album is book-ended by versions of the "Seven Chakra Gayatri Mantra," creating an experience of a mystical journey well-travelled and coming full circle.

Tracks range from alluring chants with life-partner Miten, to soaring bansuri lines by Nepalese maestro Manose, embedded inside a musical landscape created by producer Joby Baker's sensual groove based instrumentation - including the prayerful "Prabhujee," written by Pandit Ravi Shankar and featuring his daughter, Anoushka Shankar, on sitar.

Always nurturing, this musical journey inspires everything from deep meditation to healing sleep to gentle dance movements, making the album tracks suitable for diverse playlists.



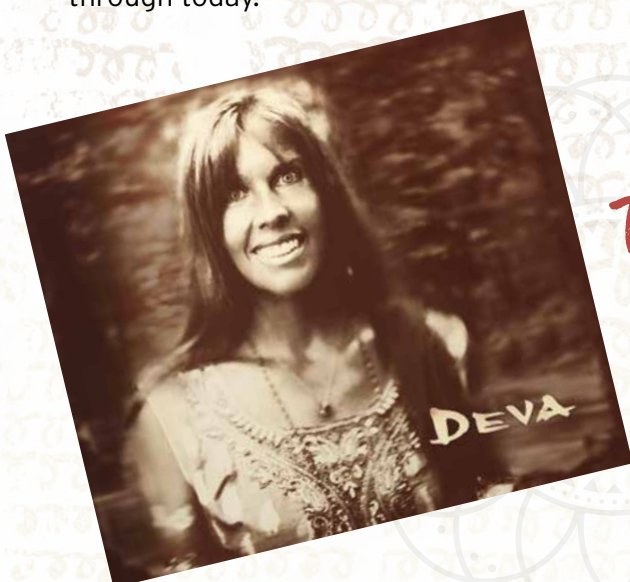
From the time she was in her mother's womb, Deva's father chanted the Gayatri mantra to Deva each night, as a lullaby, and the mantra has since played a metaphysical role in Deva's life. After hearing this mantra in the mid-1990s, for the first time since her childhood, Deva spontaneously overcame shyness 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. Deva means "divine" in Sanskrit, and this transcendent collection of mantras reflects the many dimensions of Deva Premal's soul and musical expression, from the beginning of her spiritual journey through today.

"Deva" is a beautiful musical offering to the world which simultaneously uplifts, delights, and heals.

[Christiane Northrup, MD]
NY Times bestselling author of
Women's Bodies, Women's Wisdom
and *Goddesses Never Age*

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]



Deva Premal Endorsements

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 **H H the Dalai Lama**, included in movie soundtracks and honored by 1.5 million album sales, 550,000 monthly Spotify listeners and 400,000 Facebook followers, ground-breaking musicians Deva Premal & Miten are modern nomads on a mission to share with humanity the medicine of Sanskrit mantra. With over 20 years experience of ancient chants that inspire meditation, yoga, stress management, massage, and conscious sleep, 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.

