

PRESS RELEASE

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Neverending Light Productions
South Milwaukee, WI 53172

Neverending Light Productions (NEL) just announced a brand new style of documentaries called the 4 change model. This style of filmmaking is a self financed model, much like crowd funding. However, it's far more complete. Essentially, patrons of a certain discipline or study, like Yoga (www.yoga4change.co) take an experiential knowledge tour in India (complete with the best authorities). While there, some of them become protagonists of a new documentary on Yoga. Through their eyes and amazing experiences, we gain an authentic and realistic view of their discipline. On top of this, the patrons on the trip also engage in cause driven work to help the local areas. As foreigners, they are able to bring their own wisdom and resources to help a slumping global economy.

Amar Singh Kaleka, one of the founders of the brand, explains, "these trips are unique because we get buy in from the state and federal government on the ground. They want us there. They recognize the economic and entertainment power that we, as foreigners, can bring to their situation."

NEL tested this model with Brazilian Jiu Jitsu in the spring on a trip to the Dominican Republic whereby they mentored and coached many local youths in Jiu Jitsu. This October, the same group will be traveling to Paris in order to stand united against Islamic radicals who have used terrorism to destroy the fabric of peace in France. The BJJ fighters will come together to make a stand to show solidarity creating more security and safety.

One of the BJJ superstar coaches, Roberto "Cyborg" Abreu - a gold medalist and a twelve time BJJ champion, said, "this is one of the best ways to combine forces. In BJJ, we get split up between affiliations and certain lineages, but these trips dissolve that division. Together, we go and work on the wrongs of the planet -- all the while -- getting a deeper understanding of our sport. This is one of the best ways to live the lifestyle you want, and at the same time, help kids who need your mentorship".

In September, www.Yoga4change.co will be traveling in the footsteps of the Buddha to practice Yoga alongside the best registered and certified lineages of Indian Yoga. There, practitioners will have the ability to visit the Bodhi tree, the Taj Mahal, Nalanda University, and the Ganges -- all the while, practicing and learning. This group will also visit local crafts people and artisans to shine light on the amazing work that comes from such impoverished areas.

Over the next year, NEL plans to roll out another batch of 4 change trips to key places around the planet - including baseball, soccer, basketball, Muay Thai kickboxing, Tai chi, and boxing. Kaleka states, "we are slow rolling all of this out because it's an intense process of education and culture exchange. We want to see where the challenges and issues arise, especially, with our shorter 3 day itineraries, before we unveil the total lineup of trips".

If you would like to know more about these trips. Go to www.Yoga4change.co, www.BJJ4change.org, or www.Neverendinglight.com.

The spokespeople for the brand are willing to do interviews, phone calls, or video time with blogs, news outlets, and affiliations to spread the message.

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