

# The Namasté Project

नमस्ते

Press Kit

Seeing the light in every person...  
...every day

[www.namasteproject.org](http://www.namasteproject.org)

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Seeing the light in every person...every day



## Fact Sheet

### Seeing the Light in Every Person . . . Every Day

The Namasté Project is about connection. The Light in you that honors the Light in another is beyond politics. It is beyond religion. In order to find that Light, we must recognize that when you are honoring the Light in another, you are truly honoring yourself because we are all connected. There is no separation. The Light you see in another is merely your Light reflecting back at you. It is the Light that you truly are, and by recognizing that Light in another, you can find your way back to yourself.

By embracing Namasté, you can find your way back Home.

### 100 Days of Namasté

In 100 Days of Namasté, two couples challenge themselves to find the Light in every person, every day, and

then record their experiences in Web and video blogs.

**Website** [www.namasteproject.org](http://www.namasteproject.org)

### Contact

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### Website Features

- ~Forum
- ~Blog
- ~Video Blog
- ~Invitation to Join & Share
- ~Inspiration

### Principles

- ~Ghost Knight Media, LLC
- ~Paranormal Underground magazine
- ~Enlightened Pathways  
Healing  
Center

### Interviews

Any of the project principles or key participants are available to the media for interviews on request.

Join us for 100 Days of Namasté  
[www.namasteproject.org](http://www.namasteproject.org)





**FOR IMMEDIATE RELEASE:**

**New Project Invites You to Try 100 Days of Namasté**

*Fullerton, CA – January 24, 2010* – The company that publishes *Paranormal Underground™* magazine has a new project on tap that invites participants to spend 100 days trying to recognize the Light that shines in other people.

“Many of us encounter hundreds of people in any given week,” says Karen Frazier, director of production and public relations for Ghost Knight Media, LLC. “Most of them we barely notice. The Namasté Project invites you to not only take notice, but to try for just a moment to really see in them that which makes them Divine.”

According to Frazier, The Namasté Project is all about making the world a better place by making an internal shift in how you view others who inhabit the planet with you.

The word Namasté is a commonly used greeting in Southeast Asia that literally means, “The Light in me acknowledges the Light in you.”

Frazier, her husband Jim, and another couple — Chad Wilson and Cheryl Knight — are all attempting what the project coins “100 Days of Namasté.” They are chronicling their experiences on their Website, [www.namasteproject.org](http://www.namasteproject.org), through video diaries, blogs, and personal diaries. Others are invited to join in by pledging to try 100 Days of Namaste on the Website. Those who do participate can then choose to share their experiences in the site’s forums or by submitting personal experiences and video diaries that will be shared on the site.

“So far it’s been a humbling experience,” Frazier says. “Do I think I’ll be a better person when this is all over? It’s early yet and that remains to be seen. But I certainly hope so.”

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## About the Project

Namasté is a common greeting in Southeast Asia. Translated it means, “The Light in me sees the Light in you.”

So often as we go about our day-to-day lives, we fail to recognize the Divinity of those we encounter. In doing so, we fail to recognize our own Divinity, as well. Each of us has a Light inside of us that exists beyond the layers of ego and underneath the masks we wear. In the course of our busy lives, finding that Light in ourselves and each other gets lost, and we miss making real connections with the people that we see.

The Namasté Project invites all who wish to participate to make an internal shift by attempting to recognize that which is Divine in every person they encounter. For 100 days with a start date of your choosing, you are invited to join in 100 Days of Namaste. During those days, take a moment when you encounter another soul to find that Light and connect to it. Then come to [www.namasteproject.org](http://www.namasteproject.org) and share your experiences by participating in our forums, sharing video diaries, or sending us your personal experiences.

Our mission is to change lives one person at a time, starting with our own. We are normal people with busy lives. We're not visionaries, spiritual leaders, or evolved souls. We are people trying to live our lives in the best way that we can — just like you. By recognizing the Light in others, we hope to find our own Light and share it with the world.

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