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## Omega Ramps Up Virtual Experience to Better Serve Growing Global Community & Increase Access

### *Launch of New Mobile-friendly Website Allows Visitors to Experience Select Omega Classes & Multimedia Content with Ease, From Anywhere*

RHINEBECK, NY—Omega Institute for Holistic Studies, a leading nonprofit in New York’s Hudson Valley that has provided lifelong learning opportunities to more than 1M people since 1977, has taken bold steps to reach a wider global audience with fewer barriers to access than ever before. With help from Savas Labs, a Durham, North Carolina-based web design firm, Omega has launched a new responsive website with enhanced functionality, including access to online learning and a vast library of content that will deliver a rich, immersive educational experience to inspire and engage visitors at eOmega.org.

“In the face of complex global challenges, the need for hope and healing is urgent, and the desire for connection and transformation is real. One of the important lessons of the past year has been that people near and far are hungry for the educational tools and inspiring resources we provide on our Rhinebeck campus,” said Robert “Skip” Backus, chief executive officer at Omega. “We are thrilled to be able to better translate our vibrant campus curriculum to online learning, and make it easier for people to access our robust offering of free content.”

Omega online learning opportunities range from short-format classes and livestreamed events, to longer self-paced courses available on demand. Additionally, a library of free content includes nearly 300 mindfulness videos, 200 stress management videos, 50 yoga videos, 100 recipes, monthly horoscopes, an award-winning podcast, hundreds of articles, and more. The newly improved website allows for a more intuitive experience, making it easy to search topics, navigate workshop offerings, and browse content from any device.

While Omega’s virtual experience and Membership are available 365 days a year, its campus in Rhinebeck, New York will continue to operate seasonally, welcoming guests annually between May and October for in-person workshops, conferences, and rest and rejuvenation retreats.

#### **About Omega Institute for Holistic Studies**

*Founded in 1977, Omega Institute for Holistic Studies is the nation’s most trusted source for wellness and personal growth. As a nonprofit organization, Omega offers diverse and innovative educational experiences that inspire an integrated approach to personal and social change. Located on 250 acres in the beautiful Hudson Valley, Omega welcomes more than 23,000 people to its workshops, conferences, and retreats in Rhinebeck, New York, and at exceptional locations around the world. eOmega.org*

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