

# the infinite well of abundance

It is 4 am and for the twentieth time I am working on this editor's word. It is probably the most challenging editor's word that I have ever had to write but the time has come for me to deliver a message regarding the status of Yogi Times.

As an independent magazine devoted to serving the needs of the community, we have many times found ourselves seeking the balance between *logic* and *magic*. When we launched Yogi Times six years ago, we started with what most aspiring people with a vision start with—idyllic notions, an abundance of creative ideas and the desire to make a difference in our world. Right now, you are holding in your hands the 60th edition of the manifestation of those intentions, Yogi Times Magazine.

In the realm of magic, Yogi Times is doing fantastically well. We hear stories every day of how we are expanding and shifting the lives of thousands of people. Throughout the year, we organize events, unite members of our community and inspire readers to live in healthy and sustainable ways and create the abundant lives they dream of. This is MY reality, the one that inspires me to get out of bed every day. I do this every day with the absolute faith that I can create my own life and my own reality and I can do it in *this* lifetime!

In the realm of logic, we see a different picture. We see rising operating costs, lower advertising revenues and the absence of a corporately funded parent company in place to help navigate and nourish our evolution. We see many of our valued team members and contributors returning to the corporate world in pursuit of financial security.

Holding on to my eternal faith that every seed of adversity grows a greater benefit, I am asking myself a question; Can we create a situation in which Yogi Times – one of the last remaining independent media organizations in America – can continue to flourish without being overwhelmed by the burden of financial extinction?

I am turning to you, our valued readers and partners and inviting you to be an active participant in creating the future of Yogi Times.

- As a **reader**, if EVERYONE SUBSCRIBES we will have the ability to persevere. Through the same grass roots entrepreneurial spirit that created the magazine, we are now offering a solution to sustain it! The PAY WHAT YOU WISH campaign delivers a copy of Yogi Times right to your door each month at a price you determine! If you have already subscribed, we want to extend our most sincere appreciation.

- As an **advertiser**, your participation is essential to the vibrancy of our magazine. Our readers are looking for your message. PARTNER with us, support independent media and stay on the forefront of the community.

- As an **investor** let's explore what's possible together. We champion your ideas and encourage you to contact us right away.

Yogi Times is no ordinary magazine and we are extending our hand for your support.

We ask if you are inspired, take action.

Together, we are creating MAGIC!

Engaging the world outside,  
with partnership and reverence.

*Sophie Parienti*

Sophie Parienti, Editor in Chief

