



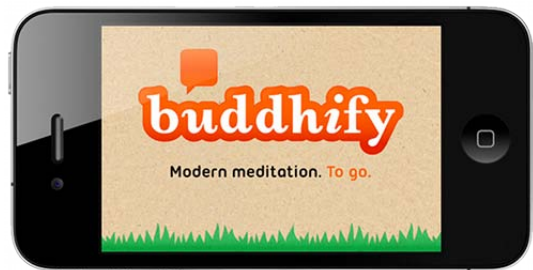
Get happier on-the-go with new meditation app

Launches 3rd November, £1.99
Available for iPhone and Android

Launching on 3rd November, *buddhify* is the first meditation app designed for busy city living. Created by **young entrepreneur** and former management consultant Rohan Gunatillake, this **fun and intuitive** app brings the best of traditional meditation to modern urban life.

'Meditation and mindfulness can really help combat the stresses that busy city life can heap upon us,' says Rohan. *'My aim with buddhify is to provide a convenient, playful and practical way to bring the benefits of meditation without having to sacrifice the elements of high-energy urban life we all enjoy.'*

With meditation and mindfulness increasingly popular amongst city professionals, *buddhify* offers an accessible introduction to mental training, to help users make the most of 'dead time'. Whether **commuting to work, at the gym, walking about town** or **at home**, *buddhify* offers quick and easy guided meditations, to help users focus, improve awareness and increase wellbeing in the midst of the city.

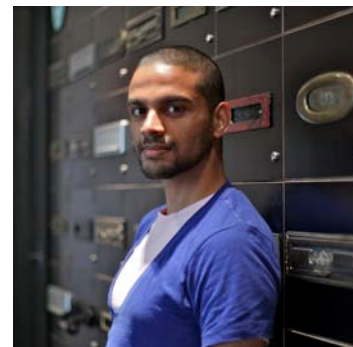


The app also allows users to experience a **personalised** introduction to meditation and features over 32 specially created audio tracks, with simple, intuitive navigation. Primarily an **individual meditation** experience, *buddhify* also offers a **unique two player meditation** mode, allowing friends and partners to experience meditation together.

'buddhify is a real first and cleverly combines an introduction to traditional meditation with new and convenient technologies,' says Martin Aylward, one of Europe's leading meditation teachers. *'The app successfully condenses key elements of ancient practices into a format that brings meditation and its benefits to a whole new audience.'*

About the Creator

Entrepreneur Rohan Gunatillake came up with the concept for *buddhify* while at a meditation retreat at the start of 2011. Rohan first became interested in meditation in 2003, at the same time he started working as a management consultant in London. Now, he is an experienced meditator, having taken part in retreats around the world. However, he is most passionate about finding new ways of adapting traditional meditation techniques for contemporary urban life. As such, *buddhify* is about meditating 'on the go', developing positive qualities of mind as part of a daily urban routine. An award winning meditation blogger and associate of Buddhist Geeks, Rohan wrote all the meditations for the app, and provided male vocals for the audio tracks (female vocals are also available).



Development and promotion for *buddhify* was funded by a successful **crowd-funding** campaign, with investors including Danae Ringelmann, co-founder of indiegogo.

For more information or to review *buddhify*, please contact
Alex Martin at 77PR: buddhify@77pr.co.uk / 020 7492 0977

<http://www.buddhify.com> | [Download app for iPhone](#) | [Download app for Android](#)