

From: Deepak Chopra [REDACTED]
To: Jeff Epstein <jeevacation@gmail.com>
Subject: Fwd: press release for meditation paper
Date: Mon, 01 Aug 2016 11:49:55 +0000

Sharing privately - see thread
Please keep this under wraps
Don't want to risk publication
Love

Deepak Chopra
2013 Costa Del Mar Road
Carlsbad, CA 92009


[*Super Genes: Unlock the Astonishing Power of Your DNA for Optimum Health and Wellbeing*](#)

Begin forwarded message:

From: Deepak Chopra [REDACTED]
Date: August 1, 2016 at 7:46:08 AM EDT
To: "Schadt, Eric" <[REDACTED]>
Cc: "Farrell, Glenn" [REDACTED], Rudolph Tanzi <[REDACTED]>
Subject: Re: press release for meditation paper

I'm fine with it 💎💎 Just as FYI the funder was CHOPRA Foundation a non profit 501 C3
No worries
Happy to participate in media
💎💎

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On Aug 1, 2016, at 7:34 AM, Schadt, Eric [REDACTED] wrote:

Yeah, sorry on this, I hadn't thought anything about this, but what appears to have been flagged more specifically was a quote from a funder that is from a for profit company. When I questioned they indicated that for pharma backed clinical trials they never allow those from the pharma company to make a quote in their releases. Of course I don't view this as the same, but it appears to be the for profit nature that got flagged.

Rudy, is this consistent with what Harvard would do? I think it is just the institutions wanting to be more conservative this way. I agree with Glenn though that the more important discussion of the paper will happen in media interviews, etc.

From: Farrell, Glenn
Sent: Monday, August 01, 2016 12:34 AM
To: Deepak Chopra
Cc: Schadt, Eric; Rudolph Tanzi
Subject: press release for meditation paper

Hi Deepak,

I hope you had a nice weekend. I have an **update re: the press release**: I sent the latest version (attached) to the Mount Sinai Press Office, for their review. At Mount Sinai, I draft releases for our team at the Icahn Institute/Genomics Dept, but the Mt. Sinai Press Office needs to formally review, edit, and approve each press release before it goes out.

The Press Office reviewed our release, and reminded me that we have a general policy to not quote individuals or foundations who helped fund the research study, in press releases re: the research itself. Also, they strongly recommend that we only quote individuals who are authors of the research study, in the release.

So, my apologies for this change at this late stage, but would it be OK with you if I removed your quote from the release?

Please know that I believe what is most important in terms of reaching people will be the **media interviews** AND the **social media** activities we will do together.

I'm planning and hoping that you'll be an integral part of all media interviews for this research, and all social media activities (such as Twitter Chat, Facebook Live, etc).

Eric and I will refer all journalists to you, to hear your perspective on this research, and all our social media activities can be jointly done, and coordinated together.

I regard the press release as a "very conservative" (and restricted due to Sinai policies) version of our messaging, whereas with the media journalists + social media -> we have more latitude & flexibility.

Please let me know your thoughts. Once again, I'm sorry for having to propose this change in the release, and I hope it's OK with you.

Thanks,
Glenn