

From: Deepak Chopra <[REDACTED]>
To: Jeff Epstein <jeevacation@gmail.com>
Subject: Fwd: press release for meditation paper
Date: Mon, 01 Aug 2016 11:51:15 +0000
Attachments: TransPsych_Meditation_PR_7.29.16.docx; ATT00001.htm

Sharing privately
Please keep this under wraps
Love

Deepak Chopra
[REDACTED]


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

Begin forwarded message:

From: "Farrell, Glenn" [REDACTED]
Date: August 1, 2016 at 12:34:33 AM EDT
To: Deepak Chopra <[REDACTED]>
Cc: "Schadt, Eric" <eric.schadt@mssm.edu>, Rudolph Tanzi <[REDACTED]>
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