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### **JEWELRY DESIGNER CREATES Karma Yoga Jewelry TO SUPPORT CHARITIES**

VANCOUVER, B.C., Canada, April 5, 2007 – Sonja Picard, the designer of the decadent Kamala Jewelry has created a new limited collection for charity. Profits from the sale of the five-piece collection of necklaces of **Karma Yoga Jewelry** will go to five designated charities.

While the ever-expanding Kamala line is sold at gift and jewelry retailers across North America, the Karma Yoga pieces are only available through Picard's website **www.sonjapicard.com**. The prices range from \$85 to \$150.

Picard says that she chose local and international causes that inspire and move her. "My wish is to offer some assistance as an artist, pursue creating positive change within our communities, and give hope and meaning to the 'action' of donating of one's abundance," she says.

According to Picard, the Karma Yoga jewelry line carries a Divine message and urges us all to acknowledge and honor the benefactor. Each time you adorn yourself with Karma Yoga Jewelry you connect with the intention of your gift, and **this action of remembrance is Karma Yoga**, says Picard.

Each piece of Karma Yoga jewelry represents a mantra or carries a philosophical thought or Sanskrit words – all explained on accompanying cards. Picard explains how she came to create the pieces to inspire action: "Originally, as a student of Yoga, I was inspired to create jewelry as a reminder of the knowledge I had acquired. When I wear my jewelry I am reminded of the mantras and the divinity of life. It's an instant and humbling process," she says.

"So when I thought of the countless charities and the enormous need out there, I found it very daunting. Too soon after we give some form of donation we forget the cause and get on with our lives. So with the Karma Yoga pieces, not only do the profits benefit the causes, but the wearers stay connected to the cause as they adorn themselves with a beautiful piece of jewelry. I think of it as a prayerful thought towards the cause each time I wear my jewelry. And when people ask about the

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piece I can share information about the line and the charity and hopefully inspire others to donate to the charity.”

### **Karma Yoga Jewelry Collection**



1. Saraswati – Children's arts education
2. Ahimsa – PETA; for recognition of animal rights
3. Varada – SCHECHEM; to help rebuild after the Tsunami in Sri Lanka
4. Sun Wheel and Four Directions – Stardale; for aboriginal women
5. Jaya Hanuman – VASA; to support Vedic education

## Karma Yoga Jewelry

(KAR-ma YO-ga; physical, mental and spiritual action)

### 1. Saraswati

Om Namō Devi Sarasvatyai is a mantra invoking Saraswati, Goddess of speech, arts and wisdom.

**Designated Charity: Children's Arts Education.** This piece has been created with the vision of offering awareness and knowledge to support children learning through the arts. Each year a non-profit organization will be selected.

### 2. Ahimsa

Ahimsa means non-injury. Wearing this piece signifies one's belief in non-injury to all living beings, the environment and to oneself.

**Designated Charity: PETA – People for the Ethical Treatment of Animals.** PETA is a world-wide organization dedicated to protecting animal rights and the ethical treatment for all animals. [www.peta.org](http://www.peta.org).

### 3. Varada

Varada means answerer to all prayers.

**Designated Charity: Shechem (shoulder) – Sheltering, Helping & Educating Children, Helping and Empowering Mothers.** Shechem is a grass-roots greeting card company founded to offer Tsunami relief to women survivors in Sri Lanka. Shechem's beautiful cards sell throughout North America.

### 4. Sun Wheel and Four Directions

This piece symbolizes the wheel of change and/or the wheel of good fortune, and the tree of life.

**Designated Charity: Stardale** is a learning and healing center for Aboriginal women and women in need. Stardale practices a holistic approach based on the principles of the Medicine Wheel, encompassing the physical, mental and spiritual Self. [www.nald.ca/stardale](http://www.nald.ca/stardale).

### 5. Jaya Hanuman

Jaya means victory. Hanuman is the perfect servant of the Supreme Being who symbolizes pure devotion and service to the Divine Couple.

**Designated Charity: VASA – Vedic Academy of Science and Arts.** Founded by renowned author and Vedic scholar Jeffrey Armstrong. Vasa teaches individuals and yoga teachers the vast curriculum of yoga philosophy and various important aspects of Vedic knowledge applicable to our everyday lives. [www.jeffreyarmstrong.com](http://www.jeffreyarmstrong.com).

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