

We wanted to let you know that we've received word that the six-episode VICE series, "True Believers", featuring at least one episode on the SSSC and 3HO, will be airing starting April 11. While we have not yet seen the series, sources have indicated, and the promotional trailer confirms, that the coverage of our organizations and perhaps also the practice of Kundalini Yoga, is likely to be slanted and may paint an unbalanced picture of our community and practices.

You may receive questions from members of the community and others. Below please find a very short "holding statement" you could use if asked about the program now. If you are approached by a journalist or any member of the press, you should feel free to not say anything and refer them to the Executive Director of the SSSC, Satwant Singh Khalsa, [satwant@ssscorp.org](mailto:satwant@ssscorp.org). Also, if it's helpful, you can find [this Social Media Protocol](#) to help you determine whether it is appropriate to respond to a comment or post. It is generally NOT recommended to engage with negative posts.

The program will likely be hard to watch and process. Ultimately, though, we can all help illuminate the true character of our community by affirming the values we hold dear and continuing to heal our community through compassion, growth, and reconciliation.

As we look to the future, we remain committed to our mission: to create access to Kundalini Yoga, based on the teachings of Yogi Bhajan, so that people everywhere can benefit from these practices.

Blessings,



#### Draft Holding Statement

We are aware that our communities are profiled in a program being released by VICE. We did not participate in this production, and we have not seen it, so we cannot comment on the accuracy of the content.

We remain focused on our mission to create access to Kundalini Yoga, based on the teachings of Yogi Bhajan, so that people everywhere can benefit from these practices.