

## SHORTCUTS AT LARGE



Photo: Visit Carmel-by-the-Sea

### Carmel Positions Itself as a Premier Mindfulness Destination

BY RENEE BRINCKS

**Soft white sand, fresh air and the relaxing sound of waves meeting the shore make Carmel Beach an ideal place to begin your mindfulness journey.**

**A** new program encourages Carmel visitors to breathe deeply and be present while traveling, and back at home.

Visit Carmel, the city's destination marketing organization, created the free "Beginner's Guide to Mindful-by-the-Sea" brochure with Burghardt + Dore Advertising and *Mindful* magazine. The team also worked with Dr. Rich Fernandez, CEO of Search Inside Yourself Leadership Institute, to develop three-day retreats that introduce mindfulness practices, promote relaxation and encourage in-the-moment happiness.

While some may feel skeptical about the benefits of meditation, these resources take a practical, grounded approach.

"Dr. Fernandez draws on neuroscience, sharing useful tools and techniques that can be

applied at work and in one's personal life," says Jeff Burghardt, Burghardt + Dore president.

And, like the printed trail guide and running retreat series that Visit Carmel launched in 2017, the mindfulness campaign targets novice participants.

"These are not programs for marathoners or hard-core meditation practitioners," says Visit Carmel Executive Director Amy Herzog. "This is for regular people who want to dip their toe in the water; and enjoy a relaxing vacation while also paying attention to their health and wellbeing."

*The Beginner's Guide to Mindful-by-the-Sea is available to Carmel hotel guests. For additional information, or to register for the Rich Fernandez retreat that takes place March 7-9, please visit [www.carmelcalifornia.com/mindful](http://www.carmelcalifornia.com/mindful).*