

## FACT SHEET

**TITLE:** **QI GONG FOR BEGINNERS**  
[TV-G] [CC] [Stereo]

**LENGTH:** 1/30; 1/60

**NOLA CODE:** QGNG

**CATEGORY:** How To / Self Help

**OFFERED:** Premium Service 16 offer, May 2005

**RELEASE DATE:** August 1, 2005

**CONTRACT TERMS:** Unlimited use through August 31, 2007

**PROGRAM SUPPLIER:** Workman & Valenti (WaV) Media, LLC

**PROGRAM DESCRIPTION:** In **QI GONG FOR BEGINNERS**, host Lee Holden demonstrates basic movements of qi gong, an ancient Chinese discipline used to strengthen, heal and cleanse the body. Qi gong mirrors the movements of nature, especially the fluidity of water, to help reduce tension and stress and cultivate more energy. According to Chinese medical thought, qi gong practice helps prevent and alleviate a variety of ailments. Holden is a licensed acupuncturist and herbalist. He has worked with well-known tao master Mantak Chia and self-improvement leader Deepak Chopra, facilitating seminars, writing books and teaching.

**PROMOTIONAL MATERIALS:** Use the above program description for guide listing. A press kit, including fact sheet, press release and biography of host Lee Holden will be posted to PBS Connect and [APTonline.org](http://APTonline.org). Color photos will be available via email and on [APTonline.org](http://APTonline.org).

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**QI GONG FOR BEGINNERS / 2**

**FACT SHEET**

**PRODUCTION CREDITS:**

Producer: Lee Holden and Lisa Holden  
Director: Kevin Painchaud  
Editor: Kevin Painchaud

**BROADCAST HISTORY:**

U.S. Television Premiere

**RELATED MERCHANDISE:**

Individual viewer purchase: DVDs/CDs are available through [www.pacifichealingarts.com](http://www.pacifichealingarts.com).

Pledge:

Program DVD: "Qi Gong Flow for Beginners," related DVD: "Qi Gong for Stress," related DVD: "Qi Gong for Upper Back and Neck Pain," related DVD: "Qi Gong for Low Back Pain."

**VIEWER INQUIRIES:**

American Public Television  
Viewer Services  
55 Summer Street, 4<sup>th</sup> Floor  
Boston, MA 02110  
617-338-4455 ext. 202

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## **PRESS RELEASE**

### **QI GONG FOR BEGINNERS Showcases an Ancient Chinese Exercise That Helps Reduce Tension and Stress**

Do you enjoy the relaxing and enjoyable health benefits of yoga and tai chi? Many of us are familiar with these exercises, but have never heard of qi gong (pronounced “chee gong”). This ancient Chinese discipline teaches you to mirror the movements of nature, especially the fluidity of water, to help reduce tension and stress, assist in alleviating ailments and cultivate more energy. American Public Television’s new pledge special, **QI GONG FOR BEGINNERS**, airing on public television beginning August 1, 2005, acquaints viewers with this calming, enjoyable and easy exercise. Participation along with the program will leave viewers feeling fit and relaxed.

Lee Holden, a licensed acupuncturist and herbalist, writer and instructor, hosts the program. His education in holistic wellness combined with his experience working with tao master Mantak Chia and self-improvement leader Deepak Chopra have provided him with an in-depth knowledge of qi gong. Initially beginning the practice of qi gong to improve his performance as an athlete, and later, to recover from a back injury that almost ended his varsity soccer career at Berkeley, Holden has first-hand experience with qi gong’s healing benefits. He stresses that this discipline helps practitioners absorb energy from the earth into the body and activates and circulates chi, or internal energy, enhancing health and helping heal a variety of ailments – including his own back.

During the program, Holden moves through a series of exercises while standing upon a wooden plank situated along side a picturesque creek. Because qi gong focuses on the flow of water, the creek serves as a visual reminder to practitioners.

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## **QI GONG FOR BEGINNERS / 2**

## **PRESS RELEASE**

Just as the creek's flow is gentle, smooth and rhythmic, the body's flow becomes gentle, smooth and rhythmic while practicing the movements.

Holden demonstrates movements such as "Knocking on the Door of Life." This exercise targets the pressure point in the lower back and invigorates the spine. His additional demonstrations focus on the core qi gong movements – all of which help practitioners achieve a dynamic tranquility where the body is in motion, but the mind is centered, focused and relaxed.

"Qi gong has improved quality of life and health for millions of people throughout the world, and I'm thrilled at the opportunity to share this time-honored practice with the American Public Television audience. Qi gong has had a powerful effect in my life, health and vitality, enabling me to return to athletics after a serious back injury, and I look forward to the day when more Americans will regularly benefit from the practice," says Holden.

Qi gong delivers a complete body, mind and spirit workout. Viewers who join along in the practice will improve their flexibility, clear stress and calm the mind.

**QI GONG FOR BEGINNERS** is supplied by Workman and Valenti (WaV) Media, LLC. The program is produced by Lee Holden and Lisa Holden and directed and edited by Kevin Painchaud. APT's Premium Service distributes the program to public television stations nationwide.

### **About American Public Television**

For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Family Table* and classic movies. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules. Press should contact Donna Hardwick at 617-338-4455 ext. 129 or via email to [Donna\\_Hardwick@APTonline.org](mailto:Donna_Hardwick@APTonline.org). For more information about APT's programs and services visit [APTonline.org](http://APTonline.org).

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### LEE HOLDEN

Lee Holden is an internationally known instructor in meditation, tai chi and qi gong, lecturing and teaching workshops in the United States, Europe and Asia. Qi gong is a form of energy-enlivening exercises originating in China. Practiced by millions around the world (and practiced by over 80 million people in China), qi gong delivers a complete body/mind/spirit type of workout. In the United States, many of the health and fitness experts are calling qi gong the “new yoga.” Qi gong is an excellent method to develop strength and flexibility, increase energy, boost the immune system, clear stress and calm the mind.

Holden is the founder of Pacific Healing Arts, one of Northern California’s most successful wellness practices, which is dedicated to promoting overall health and well-being by providing the highest quality treatment, education and consultation.

Holden’s Pacific Healing Arts created **QI GONG FOR BEGINNERS** along with three sister titles, to introduce the powerful practice of qi gong to a wide audience. **QI GONG FOR BEGINNERS** is being introduced to the American public via American Public Television. Companion titles address specific healing needs: *Qi Gong for Upper Back and Neck Pain*, *Qi Gong for Low Back Pain* and *Qi Gong for Stress*.

An accomplished athlete with a childhood fascination for martial arts, Holden discovered the practice of qi gong in conjunction with efforts to achieve peak sports performance. Lee attributes his successes as an award-winning varsity high school athlete in track, football and soccer to the practice of qi gong. As a varsity soccer player at Berkeley, Lee injured his back and was told he would never play soccer again. Turning to qi gong, Holden was back on the soccer field within a month. Lee continues to participate actively in a variety of recreational sports, including rock climbing and beach volleyball.

Holden brings to his practice passion, depth of knowledge and diversity of experience, including international study and teaching; editing, writing and consulting in conjunction with leading experts; and extensive athletic training and accomplishment. He currently teaches at the Five Branches Institute for Chinese Medicine and the Twin Lakes College of Massage and is the founder of Pacific Healing Tao. Holden is also the chief editor for Master Mantak Chia (the world’s foremost qi gong expert) working on numerous media and book projects such as *Tao Yin: Exercises for Health, Revitalization, Longevity, Sexual Reflexology, Six Healing Sounds, Inner Smile and Cosmic Fusion*. Mr. Holden has facilitated the workshops “Seduction of Spirit” and “Mind/Body Medicine with Deepak Chopra” in San Diego, California, and he was the wellness director, stress-management

## QI GONG FOR BEGINNERS / 2

## BIOGRAPHY

consultant and acupuncturist with Rob Schneider and Adam Sandler on the motion pictures *The Animal* and *Deuce Bigalow: Male Gigolo*.

Holden also works as a stress management consultant to many corporations in Silicon Valley, including Apple, 3COM and Cisco. Holden's video *Tai Chi for Fitness* has been featured on television shows and numerous magazine articles. Holden is a graduate of U.C., Berkeley, with a BA in Psychology. A "Doctor of Chinese Medicine," Holden is also a graduate of Five Branches Institute in Santa Cruz, widely considered the leading acupuncture college in the U.S.

For more information on Pacific Healing Arts visit: <http://www.pacifichealingarts.com>.

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