
From: Deepak Chopra <[REDACTED]>
Sent: Friday, August 12, 2016 12:37 AM
To: Barnaby Marsh
Cc: Jeff Epstein
Subject: Re: Chopra Challenge

Can you do a draft ?

[REDACTED]
[REDACTED]

The Chopra Foundation <<http://www.choprafoundation.org/>> <<http://www.choprafoundation.org/>>

<http://ecx.images-amazon.com/images/I/51ryZ4SaSrL._S=500_SS115_.jpg>

<<http://www.amazon.com/Super-Genes-Astonishing-Optimum-Well-Being=dp/0804140138/deepakchcom07-20>>

<<http://www.amazon.com/Super-Genes-Astonishing-Optimum-Well-Being=dp/0804140138/deepakchcom07-20>> Super Genes: Unlock the Astonishing Power of Your DNA for Optimum Health and Well-being

<<http://www.amazon.com/Super-Genes-Astonishing-Optimum-Well-Being=dp/0804140138/deepakchcom07-20>>

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From: Barnaby Marsh <[REDACTED]>
Sent: Thursday, August 11, 2016 8:29:58 PM
To: Deepak Chopra
Cc: Jeff Epstein
Subject: Re: Chopra Challenge

My quick reactions:

- 1) Eliminate the word "holistic" here
- 2) Criteria for winning need to be tightened; "best" needs to be clarified more
- 3) 3 prizes, at \$1,000, \$2,000, and \$5,000.
- 4) Needs sample list of judges (at least 3, not more than 6)
- 5) Submissions in essay form, can be used for publication, debates, etc.
- 6) Who announces the prizes? Where? In person, or over what media?
- 7) Who are the key media people to interview winners?

On Thu, Aug 11, 2016 at 5:16 PM, Deepak Chopra <pan dir="ltr"> <[REDACTED] = [REDACTED]>
<mailto:[REDACTED]> > wrote:

I landed in San Diego a couple hours ago and did a first draft on your suggestion Jeff !

The challenge should come from someone other than me . A non profit I think . Please read revise/ edit and let me know your thoughts . Again thanks for this brilliant idea.