

Jorge A. Luna

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Jorge Luna hosts his own television show on Fox's Latin Channel, Utilisima. His show, *Equilibrio Yoga*, focuses on yoga postures, sequences, meditations and frequently asked questions about yoga.

Equilibrio Yoga has been airing throughout Latin America and Spain since September, 2009, and will begin airing in the United States in July, 2010. The second season of the show begins production in Buenos Aires in November, 2010.

Utilisima has also made Jorge their resident spiritual and wellness expert. He appears on *Plan Belleza* as a yoga consultant, and shoots health and wellness segments for the channel.

Jorge's work with Utilisima is foraging a new trail of broad media outreach for yoga, and health in general. All of his work with Utilisima is in Spanish, and is directed at Latinos living domestically and abroad in the United States.



"I stand for Emotional, Physical and spiritual wellness. I believe in varied systems of movement and therapies that maximize joy and health. Overall, I stand for developing a lifestyle that is balanced and produces sustainable joy!"

-Jorge Luna

Biography

Jorge Luna was born and raised in Mexico City and Los Angeles. At a young age, he developed a great love of athletics and spiritual/artistic endeavors.

While attending the University of Pennsylvania, Philadelphia, Jorge received his first certification in group exercise and spinning. He began teaching University Health classes through the Reebok athletic program.

After receiving a B.A. in International Relations & French, Jorge moved to San Francisco to work at the Mexican Consulate as an attaché. During his years in San Francisco, Jorge Continued to pursue his passion for fitness, becoming a certified Personal Trainer and working privately in the fitness community.

Jorge moved to Los Angeles to attend USC School of Law. But after graduating law school, Jorge decided to enter the world of Fitness and Health full time. He became certified in Pilates and Indo Row, so that he could offer his clientele a more varied perspective on fitness and movement.

In 2006, Jorge began to shift his focus from fitness to total health. He completed his first yoga teacher training with Seane Corn, Vinnie Marino and Annie Carpenter, specializing in Vinyasa Yoga. Jorge is also a dedicated student of Max Strom and his specific spiritual style of yoga. He also received full yoga teaching credentials from Yogaworks.

Jorge completes his two year certification in Yoga Therapy from Loyola Marymount university in August of 2010. He is currently working full time as a fitness and yoga instructor, private trainer and yoga therapist. His schedule include classes at the sports Club Los Angeles (West LA & Beverly Hills), Burn 60 and Yogaworks.

Workshops

Apart from his scheduled classes and television programs, Jorge also has an ongoing series of workshops and events throughout the year.

His workshops include:

The Art of Purification: Detoxification of Body & Mind
Yogaworks

Sunrise Vinyasa
Sports Club LA

Sculptworks Discovery Series
Yogaworks

Surya Namaskara Yoga Retreat
Terranea Resort & Spa, California

Yoga In Action Group, Yoga Off the Mat into the World
Locations Vary

Yoga y El Mar, Yoga Retreat
Las Brisas Hotel, Ixtapa Mexico

Jorge's strong belief in the healing power of yoga and the mind/body connection make him an extraordinary force in the world of wellness and health. His ability to teach in Spanish, English and French has given him the opportunity to reach a large and diverse group of individuals and clients.





Utilísima Arrives in the United States: Wilo on Schedule!

10 November

Category: News | Comments: Sin comentarios »

A New TV Programming Option for the Hispanic Woman



The 24-hour signal includes attractive programming based on the “how-to” concept, gathering talent from Argentina, Colombia, Cuba, Mexico, Puerto Rico, and Venezuela

MIAMI--(BUSINESS WIRE)--Utilísima, the cable television signal created specially for women and enjoying great success throughout Latin America, arrives in the United States. With an audience that exceeds 21 million homes in Latin America, Utilísima offers 24 hours of programming, focusing on the feminine market. The signal is already available to Hispanic women in the United States since it has just been included among the DISH Network channels.

Utilísima gathers in one single signal all the topics of interest to Latina women, including original content with more than 1,000 hours of programming. The programs are hosted by well-known Latin American presenters and international talent from Argentina, Puerto Rico, Colombia, Mexico, Venezuela, and Cuba, with specialists from the entire continent to be added over the next few months.

Created in Argentina more than a decade ago, Utilísima was the first signal with a 24-hour offering, dedicated to women’s topics. Part of the Fox International Channels group since 2009, Utilísima has registered a rapid and constant distribution growth in Latin America, Canada, Spain, New

“We trust that Utilísima programming that in the adolescent public Managing Director o

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Another outstanding program is “Equilibrio Yoga”, where the master Jorge Luna teaches the ancient technique to achieve balance between body and mind, from basic positions to the most complex exercises to be incorporated into daily life.

Its content includes exclusive programs such as “El toque de Aquiles”, with Aquiles Chávez, the recognized Mexican chef; “Puro Chef”, where the Colombian Claudia Saldarriaga and the best known chefs of Peru, Venezuela, and Colombia mix taste and humor with gourmet cuisine, and “Sabores de Familia”, where a group of women together with the Mexican Silvia Santoyo, present culinary anecdotes, family stories, and novelties.

Another outstanding program is “Equilibrio Yoga”, where the master Jorge Luna teaches the ancient technique to achieve balance between body and mind, from basic positions to the most complex exercises to be incorporated into daily life. In “Galería de Artesanos”, talented artisans and creators of decorative art, under the leadership of Sol Alvarez Roldán, present the latest techniques and trends in do-it-yourself and decorative art, using a variety of materials such as wood, metal, glass, and paper, among others.

Among future new releases that will broaden the available programming, two new programs led by recognized Puerto Rican chefs are included: “Sabores de Ensueño con Wilo Benet” and “Sabores de Ensueño con Mario Pagán”. Also “Benito y Solange” will be premiered, in which the Mexicans Benito Molina Dubost and Solange Muris achieve a true fusion between Mexican and Mediterranean cuisine, paying special attention to the design and presentation of each dish.

About Fox Latin American Channels:

Fox Latin American Channels operates channels, production and online businesses in Latin America under the trade names Fox, FX, Fox Life, Fox Sports, Fox News, National Geographic Channel, Nat Geo Music, Universal Channel, Hallmark Channel SCI FI, Utilísima, SPEED Channel, Baby TV Channel, Fox Networks, BienSimple, Fox Toma 1, and Fox Telecolombia. In addition, its sales unit, Fox One-Stop Media, represents its own channel and external ones in various markets. Fox Latin American Channels is owned by The News Corporation Limited (NYSE: NWS, NWSA).

Video

Jorge Luna on Equilibrio Yoga

<http://www.utilisima.com/salud/1990>

<http://www.utilisima.com/salud/2001>

<http://www.utilisima.com/us/television/salud-y-maternidad/equilibrio-yoga>

