

# O MAG *insiders*

In 2017, *O, The Oprah Magazine* selected 50 of its most influential and social readers to become O Mag Insiders, brand ambassadors who embody the magazine's mission in "living their best life." This month, we celebrate two Insiders who not only live their best life but also help others do the same!



**EILEEN GREENBERG FRUITHANDLER,**  
**POMPANO BEACH, FL**

*Yoga Instructor and Advisory Board  
Member of Exhale to Inhale*

Certified yoga instructor and CEO of Third Eye Yoga Shala Eileen Fruithandler was attending a speech by Deepak Chopra and meditating on her life's purpose when she met Sarah Finger of Ishta Yoga—Chopra's own yoga instructor and vice president of the Exhale to Inhale Board of Directors. Both agreed it was the universe bringing them together, and Eileen had found her place as an advisory board member of Exhale to Inhale (ETI), a 501(c)(3) charitable organization founded to use the healing practice of trauma-informed yoga to empower survivors of domestic and sexual violence and help their communities develop skills and knowledge to support them.

**How can O readers get involved with or support Exhale to Inhale?** The best way to help ETI further its mission is through a tax-deductible donation at **Exhaletoinhale.org**.



**DR. KIMBERLY S. CLAY**  
**NASHVILLE, TN**  
*Founder and CEO, Play Like a Girl!®*

By age 14, girls drop out of sports at twice the rate of boys despite the many documented benefits of remaining active. While a PhD student in public health, Dr. Kimberly S. Clay founded Play Like a Girl!® (PLAG) to keep more girls in sports and drive awareness to the important role that sport plays in building girls' confidence and unlocking potential. A 501(c)(3) nonprofit organization run by a 100% volunteer-based staff, PLAG creates opportunities (in many cases, the only opportunity!) for girls ages 9-13 to participate in sports and physical activity through after-school programs, educational workshops, community events, digital tools, and innovative partnerships.

Thirteen years after its founding in 2004, the group reaches more than 10,000 girls annually with its programs and events—and has a goal of inspiring half a million girls to get off the sidelines and into the game by 2025.

**How can O readers get involved with or support Play Like a Girl!®?** Play Like a Girl!® needs more female volunteers to help keep more girls in sports and drive awareness on the important role that sports play in building girls' confidence and unlocking potential. To coach a team of girls, host a play day, or make a donation, visit **iplaylikeagirl.org**.

**WANT TO BECOME AN O MAG INSIDER TOO?  
APPLY FOR CONSIDERATION AT OMAGINSIDER.COM!**