



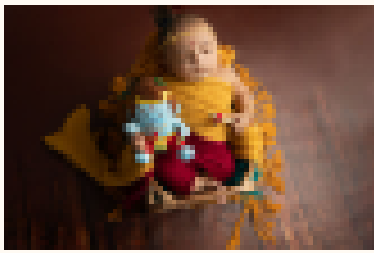
It's All Greek Sanskrit to Me!

Did you know "orange" – or even its Spanish equivalent, "naranja" – originated from the Sanskrit word *nāraṅga*? Take a look at this week's [#TheologyThursday](#) to see how much we owe to Sanskrit.

[READ MORE IN OUR LATEST POST](#)

Not on Instagram? Then visit our blog for [the complete Theology Thursday archive](#).

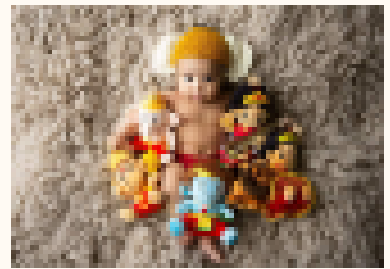
Here are some other popular questions we've answered:



What is the story behind
Ratha Yatra?



Why is kajal used to ward
off the evil eye?



What is the Hindu symbol
for luck?

Hey, London! Guess what?

The Beloved has arrived (along with friends)! Not that you need an excuse to visit a sanctuary this stunning, but if you've been waiting for the right time, then consider this your sign: head over to [Bhaktivedanta Manor](#) this week to pick up your very own plush friends from Modi Toys. So many of you asked about making them available locally to cut down on shipping costs, so we hope you'll take this opportunity to stock up and save!



Raksha Bandhan is Coming Up!

Don't worry, you still have time! But mark your calendar for August 11th. Watch this space for more details as we share this year's partner who's helping us sweeten the deal.



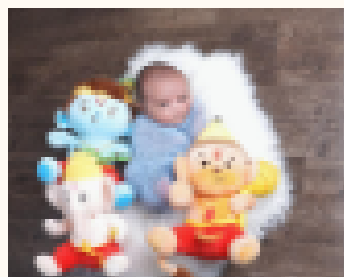
Why do we ring the bell at temples?

One of my fondest memories of going to the temple as a kid was having my Dad carry me so that I could reach the bell and ring it. Although I didn't have a clue at the time, it actually felt like I was sending a signal to God saying, "Hey! I'm here now!" Turns out... I was right in feeling that way.

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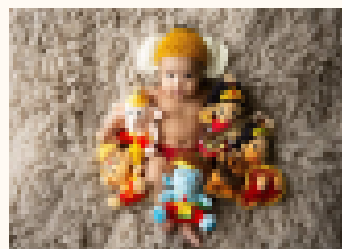
Here are some other popular questions we've answered:



What does rain symbolize in Hinduism?



Why is kajal used to ward off the evil eye?

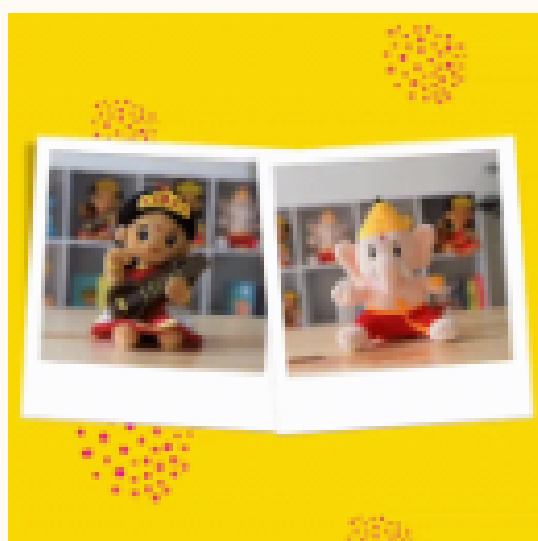


What is the Hindu symbol for luck?

Raksha Bandhan is on August 11th

We don't get to choose our siblings, but we sure can choose what to gift them. Our latest Raksha Bandhan Bundle includes the perfect mix of gifts and treats.

The Raksha Bandhan Gift Bundle Includes:

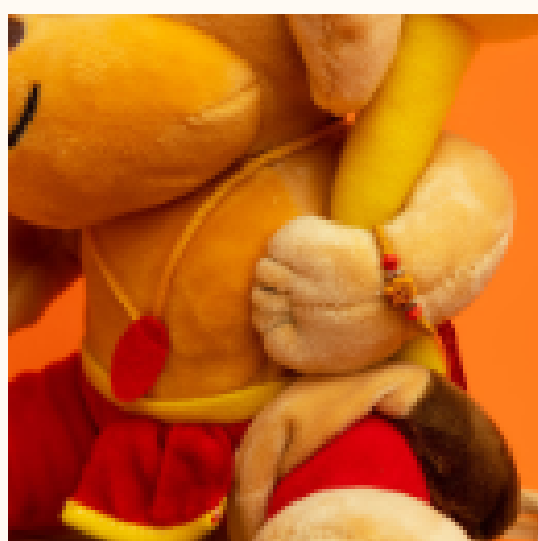


Any TWO mini plush of your choice

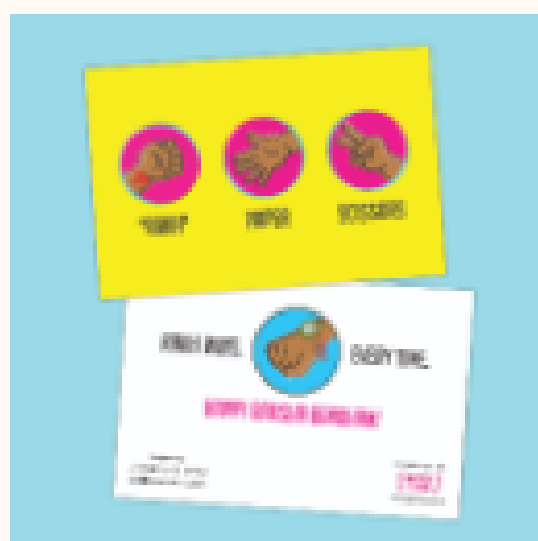


Three ayurvedic shakti bars

Plus, get FREE shipping within the USA with this bundle!



Two Aum rakshis



A Raksha Bandhan greeting card



Did you know about Krishna's siblings?

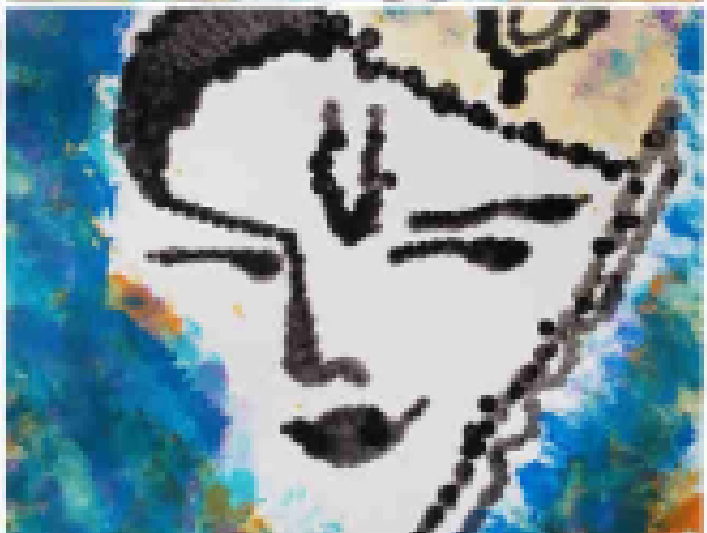
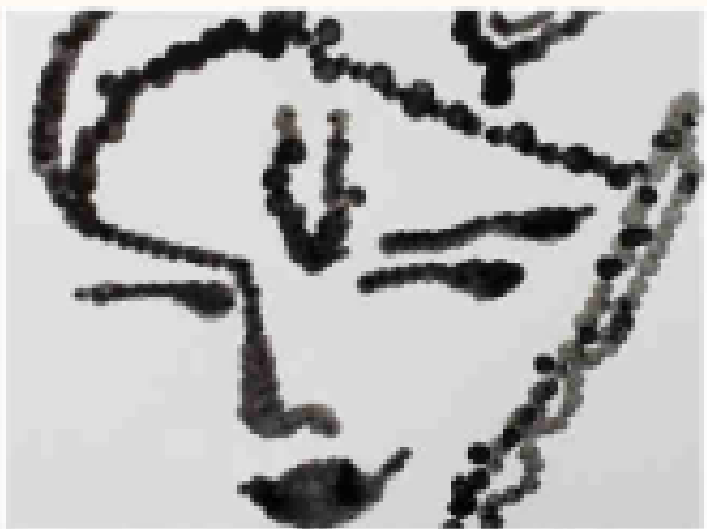
Happy birthday, Krishna!!! In honor of Janmashtami today and last week's Raksha Bandhan, I thought I would combine the two celebrations to present this week's edition of Theology Thursday: "Krishna's Siblings"

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7 Simple Ways to Celebrate Janmashtami With Kids

As I see my kids getting older, I've started making a conscious effort to not just celebrate our Hindu holidays for the sake of it, but try to truly get the kids involved in a variety of ways to get them excited. I've listed [seven ideas to help us](#) do just that -- and can attest that at least five of these are easily doable because I've done them myself.



Our Biggest Sale Ends Soon!

In celebration of all the festivals this month (Raksha Bandhan, Janmashtami and Ganesh Chaturthi), our popular Baby Deivas are on sale all month long for only \$25 (normally priced at \$33).

ISKCON of NJ Ratha Yatra

If you're located in New Jersey, then kickoff your long weekend with a [Ratha Yatra](#), hosted by ISKCON. And while you're there, stop by our booth and take advantage of our special offer: [medium Baby Krishnas for only \\$25](#).



National Infertility Awareness Month

Did you know common disease causes of infertility, such as endometriosis and PCOS (Polycystic Ovary Syndrome), have been shown to likely occur more often in South Asian women than in Caucasian women? Manjari faced many challenges in both starting and growing her family, given her PCOS. She's sharing her story in hopes of removing the stigma around this topic, in honor of National Infertility Awareness Month.

Manjar's ectopic pregnancy sent her in search of answers. What she discovered was a family history of PCOS, suicidal thoughts and postpartum depression, trouble conceiving, miscarriages and even stillbirths.

In fact, she was ready to call it quits after several months of no success until something miraculous happened...

[Watch Her Story Here](#)

