

**Sergio Magana Ocelocoyotl, Toltec Wisdom Keeper
Unites with UNESCO Heritage Club to Preserve
the Ancient Nàhuatl Culture of Mesoamerica**

MEXICO CITY – August 27, 2013 -- Sergio Magana Ocelocoyotl, a well respected Wisdom Keeper in the Toltecayotl lineage of Mesoamerica, joins forces with the UNESCO Heritage Club for the Protection of the Intangible Heritage of Ancient Civilizations to insure that ancient Mexica language, knowledge, practices, spiritual wisdom, dances and cultural heritage—those things handed down through oral tradition for centuries—are kept alive and made available to the world now, and into the future.

Why is this important? According to UNESCO: Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.

While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.

The importance of intangible cultural heritage is not the cultural manifestation itself but rather the wealth of knowledge and skills that is transmitted through it from one generation to the next.

“I firmly believe that recovering and making available the ancient wisdom from my country would have a positive impact on the world we live in today. My ancestors, the Nàhuatl people, understood sustainable development and how to create a culture that respects all and an economy in which everyone wins,” said Magana. *“Also in the arenas of social development and self respect. There are no rituals or rites of passage that help young people to understand their connection to and responsibility for all of life. They need this experience so they can know who they are in relationship to the cosmos, giving them self-respect and meaning in their lives. They have a powerful and knowledgeable ancestry to be proud of and it needs to be made available to them.”*

Magana teaches Nàhuatl wisdom all around the world and has a school in Mexico City, Centro Energético Integral, where they have programs for children and adults focused on presenting the wisdom of a lineage that is thousands of years old -- the rites of initiation, cosmic mathematical tradition, how to access inner knowledge, respect for the awareness of mineral, vegetable, animal and

human beings. And they will start to make these programs available through UNESCO Heritage Club so that people from all over the world can share in this great treasure and insight brought forth from the Náhuatl ancestors.

About Sergio Magaña Ocelocoyotl

Sergio Magaña, “Ocelocoyotl”, is a well-known and respected Wisdom Keeper from Mexico City, who has been initiated into the 5,000-year-old Toltec or Toltecayotl lineage of Mesoamerica. The tradition began with the ancient Chichimecas, who transmitted it to Teotihuacans and then Toltecs, who then taught both the Mayans and Aztecs. Sergio is also trained in the Tol shamanic lineage (nahualism) of dreaming knowledge that has been passed on in the oral tradition without interruption from master to student for 1,460 years. The time for these teachings to be unveiled is now and Sergio is one of a few spokespeople asked to share this ancient and hidden wisdom with the world.

He is the author of 2012-2021 *The Dawn of the Sixth Sun - The Path of Quetzalcoatl*. He was invited to perform the Toltec ceremony for the Winter Solstice on 12.21.12 for UNESCO along with seven other indigenous traditions from around the world and is a celebrated presenter at many conferences and events worldwide, including -- Gateways of the Mind conference sponsored by the prestigious Royal Geographical Society of London; Breaking Convention, sponsored by the University of Kent; Mind, Body, Spirit UK; Open Center in New York City, Nine Gates Mystery School; Torino Spiritualita and Progetto Salute in Italy.

He is the founder of Centro Energético Integral a popular healing center in Mexico City and was the host of “2012; The Days to Come”, a daily radio show that aired in Mexico City for over 12 years.

He speaks Spanish and English fluently and has studied for many years the mystical and transformative power of the Mesoamerican Nahuatl language. He travels extensively and has a community of over 50,000 students in Mexico, the USA, Canada, Italy, Sweden, Hungary, The Netherlands, Spain and the United Kingdom. *The Dawn of the Sixth Sun - The Path of Quetzalcoatl* is now available in Spanish, Italian and English. He lives in Mexico City. www.sergiomagana.com

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