

News Release

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COACH, AUTHOR AND SPEAKER LAUNCHES JOURNEYJUJU.COM TO INSPIRE CREATIVE TRAVEL

There's more to travel than gulping down tapas and hopping from famous landmark to recommended sight. The popularity of the Slow Food movement and Slow Travel indicate that people are increasingly drawn to savor the wonders of travel rather than see it pass through a tour bus window. Cynthia Morris introduces the public to a new way to travel creatively with JourneyJuju.com, a travel and art blog debuting February 29th, 2008.

Using a variety of portable exercises, Morris encourages art making while on the road as a path to more meaningful, fun and authentic travel. "Journey Juju is the magic that governs life's travels, those synchronicities that surprise you and take you on a new path, the connections you make when strangers become fast friends, the unexpected gifts that lie just around the corner." The creative exercises help travelers slow down, notice more and tap into the flow and spontaneity that makes for a good trip.

Morris, a certified coach, author and speaker, has been teaching this creative approach on tours she leads in France. Now she'll share it with readers of JourneyJuju.com, who can follow along, create and share their own travel-inspired art from anywhere in the world.

Morris launches JourneyJuju.com with a limited edition of signed and numbered portable Travel Shrines containing travel talismans. Twenty percent of each Travel Shrine sale will be added to a fund to lend to an entrepreneur participating in Kiva.org, a non-profit microfinance institution that matches lenders with entrepreneurs. In addition, Morris is also selling Journey Blessings and Creative Fortunes, packets of 22 mini cards to inspire creativity and invite fun, playful travel.

Morris plans to use her exercises during a six-month trip to Europe including stays in Italy, France, Spain and Portugal. She will continue to coach, lead workshops and write and will share her art and experience on the blog at JourneyJuju.com. In addition to operating her annual creativity tour in Paris in August (Map Paris with Your Imagination), Morris will offer a five-month Creative Leap coaching program in which she will guide participants to live their own

creative adventure. She has been encouraging Creative Leaps in others with her series 29 Ways to Take a Creative Leap, one leap per day, on her blog at OriginalImpulseblog.com.

JourneyJuju.com launches on Leap Day, February 29th. Join the journey at www.journeyjuju.com.