

For Immediate Release

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"DoingIt!"—Rekindling Passion for the Positive
<http://doingit.hyphenate.org>

(Lawrence, Kansas)—April 19, 2004-- What if you *could* count your chickens before they hatched? Put all your eggs in one basket? Look a gift horse in the mouth? *And...* stay in joy for prolonged periods... without having to knock on wood or wait for the other shoe to drop?

Enter the newly-launched **"DoingIt!"**—a journal for positive living.

Created and written by a Kansas couple, **David Bartholomew** and **Joan Clark**, **"DoingIt!"** is targeted at, "optimists, recovering cynics, basically anyone who is tired of being clobbered by the nightly news or is looking to dig or keep themselves out of a rut."

"We noticed how much bad news most people can handle, but how quickly most of us shrug off the good," states Clark, "as if it's not ok to have, expect or deserve good things over long periods. Up to now it hasn't been very fashionable to view reality as anything but harsh."

For those unwilling to maintain such a view **"DoingIt!"** is available monthly in online or printed versions, both including access to a community website. The publication is unique in providing both male and female perspectives, with a focus on tools, technologies and shared stories of "what's working" between the couple and their readership.

The two are taking the best of all worlds-- old-time values, homespun wisdom, and modern-age technologies-- and synthesizing them into words, pictures and exercises to keep readers inspired and enthused from issue to issue.

"I'm most excited about how the **"DoingIt!"** community can grow over time, with this workout-partner type of relationship between everyone. If you want to play better tennis, you play with better players; and we are calling in all who wish to live life at its fullest!" exclaims Clark.

"This is an interactive experiment-- a lab and playground-- for those looking to be their own best example... their own hero!" Staying positive and focused on our potential for longer than 15 minutes... *is* the new frontier," says Bartholomew. "We are rekindling passion for the positive!"

Those interested in such possibilities can read a sample issue, view an introductory movie or subscribe at <http://doingit.hyphenate.org>.

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[Trial access to the subscription website is being granted to interested media. Please write david@hyphenate.org to request a temporary user name and password]