

For immediate release

Contacts:

David Bartholomew, 913/579-7203, [david@hyphenate.org](mailto:david@hyphenate.org), Joan Clark, 785/550-9563, [joan@joanclark.com](mailto:joan@joanclark.com)

**Up is the New Down: *DoingIt!*-- a journal for positive living-- Reveals Why it's Getting Hip to be Happy.**

(Lawrence, Kansas)- October 14, 2005- The War on Iraq. Soaring energy prices. Avian Flu. Hurricanes. Fires. Terror. Instability. Where "breaking news" hasn't broken the average person, the advertising community can be counted on to pitch some packaged, "must-have" solution to fill whatever hole *life in fear* has created... with all major credit cards accepted.

Enter **DoingIt!**—a journal of positive living and online community aimed at *freeing the mind of worry*, and providing tools to help readers remove the barriers between so-called "reality"—the way things are-- and their dreams.

This monthly magazine, currently celebrating its second anniversary, has been offering readers a body of inspirational reading, practical exercises and solutions, and original wisdom by its creators, husband/wife team David Bartholomew and Joan Clark.—all consciously designed to counter terror and turn the tide of powerlessness.

"We're Fear Busters!," explains Clark. "If, as quantum physicists tell us, the observer effects the observed... we shall continue to encourage more and more of us to focus on the positive in us all, and the talents and abilities we can use to effect our world for the better."

"Where many have agendas in playing down the personal power of the average person to their benefit," continues Bartholomew, "we believe it is in the best interest of all of us for everyone to claim their greatness, their largeness, their hearts and inner knowing. This is the only way for us to rise above any of the perceived trials of our time."

**DoingIt!** was created to fill a void between those awakening to new daily discoveries of "*this is not it*"... and the logical next step.

"Look at the average growth of a person," says Bartholomew. "You learn, one by one, all the things that aren't 'it'—don't lead to happiness, don't fill the hole that craves... something. And you begin running out of *some things*. Here-- real hopelessness can set in, because no one has really taught us... in a tangible way that can be heard by most... a different way, that doesn't answer with another material *thing*. Our answers are internal rather than external."

Adds Clark, "I believe our strength is that we offer a great range of tools, options, solutions, in a number of ways that speak to differences in how people hear. At the workshop/seminar end of the spectrum there are exercises and a number of different skills people can 'try on' for themselves. At the homespun wisdom end of the scale there are inspirational stories of 'What's Working' for others, poems, art, parables that unfold at deeper levels with each reading. I really believe **DoingIt!** brings a wide range of readers along quickly to a place of empowerment."

At the time of its inception **DoingIt!** was more or less a lone cry in the wilderness. There was no "**What the Bleep Do We Know**" film burning up the festival circuit. **Ty Pennington** and team had not yet served up one deserving **Extreme Makeover: Home Edition**, and even **Oprah's** effectiveness in mobilizing masses for positive change wasn't at the effectiveness level it is today.

"We birthed this baby in the world of 'if it bleeds, it leads'. Our stories were considered 'unsexy'. No one could really be convinced that optimism wasn't cornball or naïve. It's great to have the ratings, notoriety and positive achievements of others validate our vision." says Bartholomew.

"Even now it's still a little taboo to speak of possibility," states Clark. "People are about as afraid to utter something confidently hopeful these days, as their ancestors were to voice opposition to a dictator or regime. We're looking to remove the 'cautiously' that almost always precedes 'optimistic'."

"It's a conversation that needs to be happening right now," adds Bartholomew, "The promise of the American Dream was for 'Life, Liberty and the Pursuit of Happiness', not 'Grief, Scarcity and the Perception of Hopelessness'".

Those interested in more on **DoingIt!**, including sample issues, may visit "<http://doingit.hyphenate.org>".