

For immediate release

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Recession-weary? Pump Prices Got You Down? Yet Tired of Worrying?
Going Bonkers, the self-help magazine with a sense of humor tackles real-world issues

Katy, TX, July 1, 2008—The latest issue of *Going Bonkers Magazine*, a quarterly launched in Winter 2007, has just hit newsstands with timely advice during this summer-of-the-worst-gas-prices-ever. Popular author Eli Davidson, whose latest book is *Funky to Fabulous*, in the article “Recession without Depression,” tackles not just gas prices but more serious family issues of job layoffs and home foreclosures. While honestly analyzing the affects of such traumas, Davidson offers advice on how to move ahead, offset grimness and allay anxiety. “We know times get tough,” says publisher and editor in chief, J. Carol Pereyra, “but our philosophy is: tackle problems head-on, realize most problems can be solved, and never lose your sense of humor.” Other articles in this jam-packed issue, such as “Finding Your Next Step,” by Harvard-attorney-turned-career-coach Tama Kieves, lifts you from the morass when “you can’t imagine how you will navigate your way through this difficult situation,” and meditation instructor Nina Durfee takes a tough love approach by telling readers that accepting “responsibility for your plight ...puts *you* in control.”

Noted cartoonists, such as Randy Glasbergen, of “The Better Half” fame, counter the sobriety of the topics with hilarious drawings of bemused husbands, frazzled moms, and moody teens; the articles themselves are infused with insights, equanimity and good spirits. Regular departments such as “Wacky Wisdoms” and “Bonkeroids” add to the levity by offering quick tips and little-known facts.

All the contributors, from Ph.D.s to M.D.s, licensed sex therapists to professional organizers, are expert in their fields and offer readers salient advice that is trustworthy without being overbearing.

Going Bonkers Magazine is part of the total self-improvement market estimated to be worth \$9.59 billion in 2005, according to Marketdata Enterprises, Inc., a leading independent market research publisher, which expects 11.4% yearly growth in this market through 2010, to a value of \$13.9 billion.

Published quarterly, Going Bonkers is sold in the U.S. and Canada, at retail outlets, including Barnes and Noble, Borders, Hastings, and Books-a-million. Subscriptions, \$24.95 yearly, can be purchased via mail, at Amazon.com, and www.gbonkers.com.

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