



FOR IMMEDIATE RELEASE:

SPIRITUS Financial Planning Sponsors *Your Money or Your Life* Author Vicki Robin in Exclusive North Bay Appearance

Santa Rosa, CA – August 7, 2003 - Vicki Robin, co-author of the renowned 1992 international bestseller *Your Money or Your Life: Transforming Your Relationship With Money and Achieving Financial Independence*, will make an exclusive North Bay appearance at 6:30 p.m. November 4, 2003 to discuss the book's long-lasting impact in American life. The lecture, part of a nationwide tour arranged by her publisher, Penguin Books, is sponsored by *SPIRITUS*, a Santa Rosa-based financial planning firm. *SPIRITUS*, founder Mark Zaifman is a longtime associate of Robin who employs the book's basic approach toward prudent, values-based financial planning and sustainable living.

Your Money or Your Life has now been published in nine languages, achieving bestseller status not only in the U.S., but also China and Spain. Robin has discussed the book in virtually every major medium, including the *Oprah Winfrey Show*; *Good Morning America*; National Public Radio's *Morning Edition*; *Mirabella*; *Woman's Day*; *Newsweek*; *Utne Reader* and the *New York Times*. The latter has dubbed her "the prophet of "consumption-downsizers" for her tireless and clear-eyed stand on behalf of conscious, sustainable consumption and the primacy of values in money management.

The purpose of *Your Money Or Your Life* is "to transform readers' relationship with money," Robin states. The approach requires both a strict accounting of one's financial expenditures and needs, and one's attitudes towards personal values such as relaxation, family life, community involvement, and life satisfaction.

The book asks a series of questions (e.g., Do you have enough money? Are you spending enough time with family and friends? Do you come home from your job full of life?) and then leads readers through a number of practical exercises designed to assist them in achieving financial freedom. The goal is to lead them to deeper reflection on how money can come to better mirror their overall life purpose and values.

Robin will appear on November 4th at 6:30pm at the Integrative Medical Clinic of Santa Rosa, 175 Concourse Blvd. Reservations are advised, and can be made by calling 707-534-9478 or through the *SPIRITUS* website at www.spiritusresources.org. Admission is \$10, with proceeds going to Robin's non-profit, all-volunteer New Road Map Foundation, which promotes sustainable consumption around the world.

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