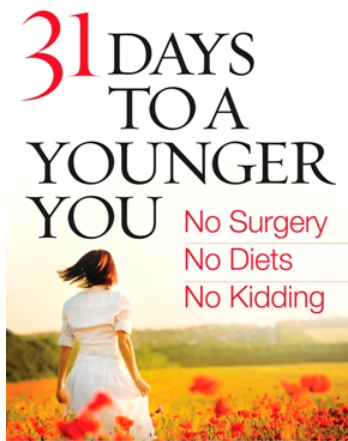


FOR IMMEDIATE RELEASE:

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31 DAYS TO A YOUNGER YOU No Surgery, No Diets, No Kidding

Discover Practical and Less Expensive Solutions to Look and Feel Better



Arlene Pellicane

San Diego, CA: If 40 is the new 30, and 50 is the new 40, how is the average women supposed to keep up? There has got to be an easier way to look younger than Botox treatments, yo-yo dieting or plastic surgery.

Arlene Pellicane, author of *31 Days to a Younger You* (Harvest House), reminds women that they're never too old to trade their mundane life for a daily adventure, but they have to be willing to do something rather than hope for it. Pellicane believes women of any age can take simple steps to improve the quality of their lives without having to spend extra money on designer clothes, a personal trainer or plastic surgery.

31 Days to a Younger You is filled with health and beauty tips, combined with spiritual encouragement. The best part? It only takes 5-10 minutes a day for busy women to get their daily RX (Rejuvenation/eXpression) for the heart (Days 1-9), the mind (Days 10-16), and the body (Days 17-31).

About the Author

Arlene Pellicane is an author, speaker, and has been featured on *The Better Show*, *FamilyLife Today*, *The Hour of Power*, *The 700 Club*, *Turning Point* with Dr. David Jeremiah and TLC's *Home Made Simple*. Before becoming a stay-at-home mom, Arlene worked as the Associate Producer for *Turning Point Television* with Dr. David Jeremiah. She has also been an on-air features producer for *The 700 Club*. Arlene earned her BA from Biola University and her Masters in Journalism from Regent University.

Arlene knows the ups and downs of pregnancy (she was pregnant five times in six years in her thirties). Arlene miscarried a baby at 26 weeks and is able to relate to moms who have suffered a similar loss. Arlene lives in San Diego with her husband James and three children, Ethan, Noelle and Lucy. www.arlenepellicane.com



Suggested Interview Questions

For Arlene Pellicane

1. Your book title is *31 Days to a Younger You: No Surgery, No Diets, No Kidding*. Why is January a perfect time to make changes to look and feel younger?
2. What would you say to women who believe the outward appearance shouldn't be their priority and that people should accept them as they are?
3. Can busy women apply these principles in a short amount of time?
4. What are some areas of the heart, mind and body that you cover?
5. How can someone overcome a negative attitude about herself and life?
6. What steps can a woman take to give herself a new look without spending much money?
7. What's the single most important thing a woman can do to not look old?
8. What advice do you have for women who have given up on the latest diets or beauty aide and don't feel attractive anymore?
9. Are there certain beauty and fashion choices that scream "old lady?"
10. What are some tips for relieving stress or making time for yourself?
11. Why do you recommend women start a new hobby, learn a new word a day or take time to meditate?
12. Many women are tired and bored with their lives. How can they add some excitement to the mix?
13. As women age, they experience a myriad of changes – including empty nests, job transitions, retirement, and menopause. How can a woman get through those changes and still smile?
14. Does it really just take 31 days to look and feel younger?