

Media Contact:

Ceci Conway | 502.568.5555 | ceci@vibrantnation.com



VIBRANT NATION'S VN BOOKS RELEASES *THE YEAR I SAVED MY (downsized) SOUL: A BOOMER WOMAN'S SEARCH FOR MEANING...AND A JOB*

A Great Recession Read by Boomer Expert Carol Orsborn

August 3, 2009 (Louisville, KY) – The great summer book gives way to even timelier subject matter with the August publication of *The Year I Saved My (downsized) Soul: A Boomer Woman's Search for Meaning...and a Job* by veteran marketing executive, Boomer expert and author Carol Orsborn, Ph.D.

The memoir, which recounts Orsborn's tumultuous journey through recessionary times, is the first title to be released by VibrantNation.com's VN Books, the first multi-platform publisher exclusively targeting the growing marketplace of women over 50.

The book will be released as both a trade paperback and electronically, including free syndication on DivineCaroline.com, the flagship site of Real Girls Media Network and an integral part of the Meredith Women's Network. Through its online relationships, VN Books will reach in excess of 5 million potential readers with its first release.

Orsborn began keeping a daily journal of her tumultuous journey through recessionary times while finding herself downsized from a corporate job in marketing. Struggling to make sense of both personal and societal tribulation, she found herself testing the spiritual principles she'd been sharing in her previous 15 books. While searching for meaning...and a job, Orsborn ultimately shows the way to embracing both the despair and delight of what it means to be fully alive. The book has a happy ending, with Orsborn landing a job in the social networking world.

"Reinventing myself in the public eye as chief blogger for a website dedicated to women 50+, I soon realized that the feelings of vulnerability and self-doubt I was experiencing were not signs of individual failure but shared by even the most accomplished women of my generation," says Orsborn, who has published with Three Rivers Press/Random House, William Morrow and Avon Books, among others, and who now serves as senior strategist with VibrantNation.com.

"*The Year I Saved My (downsized) Soul* was the right choice for us to launch VN Books, as Carol's voice emerges organically from the mature world of social networking, embodying both the anti-authoritarian and irrepressible trajectory of her remarkable generation of women," said Stephen Reily, Founder and CEO of VibrantNation.com, publisher of VN Books.

The Year I Saved My (downsized) Soul. VN Books. \$12.00 (135p) ISBN 978-0-9824555-0-0.
Available on Amazon.com