



RelationTrips:
*A Simple, Powerful Way to Bond with Your
Loved Ones Through Personalized Road Trips*
By Jeff Siegel
\$14.95 U.S., Paperback
75 pages, Six exercises and activities
ISBN 978-0-9833120-0-0
Publication Date: May 2011

Contact: Suzanne Fedoruk Herrick
Fedoruk & Associates, Inc.
612-861-7807, 612-247-3079
suzanne@fedorukinc.com

FOR IMMEDIATE RELEASE
URL: www.MyRelationTrips.com

Author Jeff Siegel Re-invents The Classic Family Road Trip In New Book

*Now available; RelationTrips: A Simple, Powerful Way
to Bond with Your Loved Ones Through Personalized Road Trips*

Families are under siege. Parents are bombarded with 24-hour noise, scary economies and shrinking leisure time. Children are over-scheduled, over-stimulated and over-stressed. It's all too easy to get lost in the chaos. Yet, with a little thought and some simple planning, there is a way to for families to unplug, reconnect and build lasting memories.

Just in time for summer vacation planning, Jeff Siegel reveals the secret to creating lasting family bonds in **RELATIONTRIPS: A Simple, Powerful Way to Bond with Your Loved One Through Personalized Road Trips** (Two for the Road Publishing). Part memoir, part guide book **RELATIONTRIPS** is a heart-warming and practical manual for parents, guardians, aunts, uncles and anyone else seeking to enhance their relationship with a child. The book is available for order on Amazon.com and MyRelationTrips.com.

RELATIONTRIPS explores why a road trip is the perfect mobile bonding vehicle and how to get started on the "road" to road trip transformation. Readers will discover how to plan and customize their RelationTrips including choosing a theme, creating an itinerary, designing a name and logo, developing games, researching side trips and documenting the trip to preserve lifelong memories.

The Road Trip of a Lifetime

What began in 2000 as a spur-of-the-moment father-son road trip has morphed into a life-changing journey for Siegel and his son Spence. Through their grandiose quest to visit every National Basketball Association arena and Major League Baseball park in the United States, Siegel and Spence have re-imagined the classic road trip and developed a creative and personal new model for family travel – the RelationTrip.

"Over the past decade, each road trip has lead to a series of hilarious adventures and unexpected tours that have brought Spence and me closer together. As I shared stories about our adventures with my friends and colleagues, they often expressed interest in taking a RelationTrip of their own," explains Siegel. "This book is a step-by-step guide offering tips and secrets from our journeys to help other families design, plan and execute RelationTrips around their unique hobbies and interests."

RelationTrips / Page Two

Discovering RelationTrips

More textured, multi-layered and personal than a typical family vacation, RelationTrips are customized journeys which maximize bonding opportunities, open the lines of communication and create a lifetime of shared memories for adults and kids. In ***RELATIONTRIPS***, Siegel provides a practical road map for building enduring family connections and offers wisdom for creating trips filled with adventure, imagination, discovery and fun.

“A RelationTrip is determined by the creativity, budget and adventures of a child and adult. Our first trip started as a lark, but something else happened along the way. Spence and I bonded, talked, shared stories, ate at greasy spoons, made up contests, and just generally enjoyed each other,” recalls Siegel. “To be honest, the destination is kind of irrelevant – it’s all about the journey. My kid and I like sports, but a RelationTrip can be built around anything. It could be movie palaces, amusement parks, historical sites, or hot dog stands. You name it – whatever lights a fire under you and your kids.”

About Jeff Siegel and RelationTrips

In 2000, fun-loving, father-son duo of Jeff Siegel and his son Spence embarked on a spur-of-the-moment vacation that took them across the southwestern tier of National Basketball Association arenas. Shortly thereafter, Siegel formulated a grandiose plan: he and Spence would visit every NBA arena and Major League Baseball park in the United States. What started as a series of hilarious road games and unexpected tours turned into a journey that would change everything for Siegel and his son. Siegel shares his sage advice in a new book, *RelationTrips: A Simple, Powerful Way to Bond with Your Loved Ones Through Personalized Road Trips*. When not planning an adventure with his son, Siegel is a creative director and independent marketing / communications consultant, working with a broad-based list of Fortune 500 giants.

###