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**GIVE YOURSELF ONE LASTING GIFT THIS HOLIDAY SEASON:
SUBSTITUTE YOUR NEW YEAR'S RESOLUTIONS FOR A HEARTFELT INTENT TO THRIVE**

Wellcoaches® Founder Margaret Moore Says Don't "Resolve to Change," Rather "Desire to Thrive"

December 30, 2008 Wellesley, MA – At this time every year, people around the world resolve to make the next year better. They promise to break bad habits, lose weight, exercise more, quit smoking, buy fewer things, save more money, and invest in personal relationships. That's the good news.

The bad news is that most of these New Year's resolutions are abandoned before January draws to a close.

Margaret Moore, CEO and founder of Wellcoaches Corp., the leader in wellness coach training and certification, suggests there is a better way. "Don't focus on a 'better you' in 2009 by making New Year's resolutions." Instead, she recommends, take inventory of the 5-10 things that make you thrive, and work steadily over the entire year ahead to incorporate more of them into your everyday life. "You'll enjoy life more, feel more energetic and healthy, and the good habits you want to adopt will feel more within reach."

"Abandon the words 'would, could, and should,'" advises Moore (aka Coach Meg), and develop a deeper connection to your big picture of lifelong good health and well-being. Say to yourself: "Positive change will be easier if I'm thriving."

First identify the big things that make your life worth living. You may now be actively getting these things done often, infrequently, or not at all. "Making a commitment to get these things done regularly to make you happier is a gift only you can give yourself," Moore explains.

The dictionary defines well-being or wellness as optimal physical and mental health, yet it's up to you to figure out what makes you well and flourish. "It feels great to become the boss of your own well-being. Do it in your own style," says Moore.

Moore's own list of what makes her thrive includes being an innovator, collaborating intellectually with her husband, cooking new dishes with family and friends, donating money and time to people in need, listening to jazz, and exercising vigorously to balance the stress that comes with being an entrepreneur. "When I'm in a thriving mode, I make healthy choices most of the time. When I feel down, I tend to slip up," shares Moore.



Moore makes these suggestions for reaching your “thriving” goals for 2009.

1. Visualize doing one or more “thriving” activities.
2. Write yourself a letter dated one year from now describing how you succeeded in the past year. Don’t forget where you put it so that you can look at it regularly.
3. Make relationships one of your thriving activities. Studies show that strong relationships help us thrive and make us less likely to suffer poor health, depression, and premature death.
4. Leave behind false notions of quick fixes for health and happiness. Instead aim to outgrow your current way of life. Go for lasting change, which brings new learning, new perspectives, and new confidence.
5. Rather than “I resolve,” say “I want” to do something because it brings meaning to my life.
6. Develop reasonable, modest, and appealing goals and make a realistic plan for achieving them. Give yourself plenty of time to experiment, allowing for lots of trial and correction.
7. Pace yourself, track your progress, hold yourself accountable, and develop strategies for any challenges that arise. Recruit people who care about you to give you support.
8. Keep a positive attitude. It may not cure a disease, but thinking positively can help you deal with life’s ups and downs, make the most of your situation, find things to be grateful for, and enjoy life more fully.
9. Handle stress well. Research shows that stress can wreak havoc not only on your efforts to reach your goals, but it will compromise your energy and immune system.
10. Celebrate and reward yourself along the way for your efforts and successes.
11. Work with a Wellcoaches-certified wellness coach to achieve your goals to increase the likelihood of success.
12. One year from now, pull out your letter and appreciate your progress in the past year, whatever it looks like!

To get started, evaluate your well-being in a few moments at:

www.wellcoaches.com/surveys/quickeform.cfm

How will you thrive in 2009? Win ten free telephone coaching sessions with Coach Meg to help you thrive. Email us at coachmeg@wellcoaches.com by January 5 with the top 5-10 things that make you thrive. A winner will be selected by January 12.

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ABOUT WELLCOACHES CORPORATION www.wellcoaches.com

Wellcoaches connects consumers with the best wellness coaches and delivers the award-winning EAC®, Employee Assistance Coaching program, including executive wellness coaches to employers in collaboration with Wells Fargo Health Solutions. The Wellcoaches coach training school has trained more than 3,000 coaches, and now trains 1,000 coaches annually in partnership with Wellcoaches shareholder, the American College of Sports Medicine (www.acsm.org).



In May 2008, Wellcoaches was issued a seminal and broad U.S. business method patent for web-supported personal coaching for health, co-invented in 1999 by Coach Meg and Paul Clark, a prominent patent attorney.

Wellcoaches is supporting coaching research studies to prevent disease and improve life satisfaction in the areas of weight loss, cardiovascular disease, cancer survivors, metabolic syndrome, and depression.

ABOUT COACH MEG Margaret Moore, BS, MBA, CEO & Founder, Wellcoaches Corporation
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Margaret Moore founded Wellcoaches in 2000 following 17 years as an executive in the biotechnology industry in the US, UK, Canada, and France. She shifted her focus from the high tech side of medicine to prevention and well-being, and is widely known for her leadership in establishing the field of wellness coaching. Ms. Moore is co-founder of the McLean Hospital/Harvard Medical School Coaching & Positive Psychology Initiative and annual Coaching Psychology Conference (visit www.harvardcoaching.org). She has published several papers and led and co-authored the in-press Lippincott Williams & Wilkins Coaching Psychology Manual, the first coaching textbook in healthcare.