



Media Contact:
Stacy Vasil
Hay House
800-654-5126
SVasil@hayhouse.com

IS CREATIVITY AT YOUR FINGERTIPS?

Carlsbad, CA (February 9, 2006) – We are all creative no matter what we may think. Some of us just have to dig a little deeper to discover or rekindle it. Everyone’s creative process is as unique as a thumbprint.

Have you ever noticed that you feel different after you’ve finished writing a poem, painting a picture, designing a flower garden, playing the piano, or knitting a scarf? The sense of completion is satisfying. But there’s something more: Each time you create, you give birth to something that contains a piece of your essence. As you create, you change. Your neurotransmitters literally activate the atoms of your brain and body during the creation process with messages of insight and discovery. You wake up, plug in, get connected, and manifest your vision.

Feel ready to tap into your creative current? Embark on a journey with authors Daena Giardella and Wren Ross in their new book, *Changing Patterns: Discovering The Fabric of Your Creativity* (Hay House February 2006). They’ll help you uncover the patterns that get in the way of your creative passion and find practical ways to make creativity part of your everyday life. The book is divided into two parts that offer complementary discussions of the creative process:

In Part I, Giardella explores the power of creativity as a vital tool for self-development and fulfillment. She takes a look at how cultivating a dynamic relationship with your creative process can change your life. She also helps you identify your unique creative work cycles as you learn to make peace with your inner critic and have fun with the projects you love to do — whether you choose to use your imagination in the kitchen, in a studio, or in nature. Giardella offers practical and inventive suggestions to help you overcome the obstacles that keep you stuck, so you can finally allow creativity to take center stage in your life with passion and confidence.

In Part II, Ross illustrates the value of the creative process by using knitting as a metaphor for life. She invites people to look at their lives through the eyes of a knitter. The craft of knitting is enjoying an explosion of popularity recently as people everywhere are reaching for this portable peace of mind. Ross addresses such questions as: Why knit? How can knitting become a new form of meditation? By observing how you begin and end a project, get out of tangles, and deal with mistakes, you'll see how the act of creation can teach you a lot about yourself, whether or not you knit. In addition, Ross includes two simple and beautiful projects designed to help reflect on personal life patterns.

This unique book combines the wisdom and creative genius of two artistic pioneers who have helped thousand of people access and express the fullness of their own creative process. To find out more about the authors please visit www.daenagiardella.com and www.wrenross.com.

Hay House, Inc.

Hay House is the international leader in self-help and motivational publishing, featuring books, audios, and sidelines by more than 125 authors. Smiley Books, Princess Books, and New Beginnings Press are imprints of Hay House. Please visit us at: www.hayhouse.com.

####