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For Immediate Release

**NEW “SOMETIMES I WORK IN™” BOOK SERIES  
CONNECTS KIDS TO BUSINESS TRAVELING PARENTS**

Atlanta, GA – January 14, 2004 – Each year, millions of children are left at home while a parent travels for business. This can make kids anxious or sad, and it’s equally hard on parents. Help is on it’s way with the new “Sometimes I Work™ In” book series by Tom Daly released today. The entertaining and informative books available online and in airport book stores provide an informative and entertaining way for parents to share their work adventures and enlighten children about their travels.

The first titles in the series are *Sometimes I Work in New York*, *Sometimes I Work in Chicago*, *Sometimes I Work in Atlanta*, and *Sometimes I Work in Ft. Lauderdale*, with additional titles scheduled for release throughout the year. Each paperback book features 16 pages of colorful illustrations by Stefan Kjartansson, as well as a postcard intended to maintain communication with young ones at home. With a suggested retail price of \$10.95, books can be purchased at online at [www.sometimesitravel.com](http://www.sometimesitravel.com). Business traveling parents might also want to visit a blog created especially for them at [www.travelingparent.com](http://www.travelingparent.com).

The story format allows parent and child to connect about each trip. Business trip basics like pack, travel, meet, sleep and return are consistent throughout the series, but the unique story design allows parents to individualize specifics of the journey as far as the imagination can reach. Each phase of the story ends with a decision and challenge, such as “What should I pack?” – complete with bright pictures relevant to the specific challenge.

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“The ‘Sometimes I Work In’ series provides a vehicle for parents to communicate with their children, but the real story lies in how they address each challenge together and learn about each particular travel experience,” says author and publisher Tom Daly. “It also helps keep the book fresh, even if you travel to the same city frequently.”

As a busy business traveler himself, Daly initially authored the series to minimize the disruption his absence was causing among his own four kids. “Young children find security in routines and the presence of their parents. Business travel disrupts both these comfort needs,” says Emory University psychology professor Sherryl Goodman, Ph.D. “Reading this book together gives parents an opportunity to transition back into a child’s life, and to share what each has been doing during the time away.”

Adds seasoned storyteller Daly, “One of the most important things parents can do is talk with their children. With the ‘Sometimes I Work In’ series, they can do one better by turning their sometimes hectic and exhausting business travel into captivating stories in which they end up the hero.”

“Sometimes I Travel™” is a project of Atlanta-based Relevant Ventures, LLC. Tom Daly, who has been a senior eBusiness executive at both UPS and ING, is the author of the series and originated the concept. Illustrations are by Stefan Kjartansson, the creative director at Armchair Media and former Creative Director at CNN.com, who has two previous children’s books to his credit. Advising the project is Dr. Sherryl Goodman, a professor of psychology at Emory University in Atlanta. “Sometimes I Work In™” is a trademark of Relevant Ventures, LLC.

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