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## MEDIA RELEASE

# *Raising an Optimistic Child*

By Bob Murray and Alicia Fortinberry

A Proven Plan for Depression-Proofing Young Children—For Life

*'During the past few decades academics have heatedly debated whether the prime determinant of optimism, pessimism and depression is nature or nurture, or more recently a combination. The elements that enable us to be optimistic and experience authentic life-long happiness, true friendships and fulfillment are largely set in place by age six. Yet there is little information for parents of very young kids on how to create the conditions that will foster ongoing optimism and prevent depression.'*

— *Raising an Optimistic Child* by Bob Murray and Alicia Fortinberry

*Raising an Optimistic Child* provides methods to treat or prevent depression, anxiety and sadness in even the youngest children. Professionals and the public are becoming increasingly aware of the problem of childhood depression—*Newsweek* recently reported on research that showed depression in babies as young as two months old. The frightening news about antidepressants and suicide in adolescents has further increased awareness, but has also raised serious doubts about treating depression with medication.

Based on the authors' successful university-sponsored *Uplift Program*, this book gives parents who are concerned about depression, either because they have observed symptoms in their children or have their own experiences with the condition, proven tools to raise a happier child. Other books focus on teaching kids cognitive-behavioral techniques, but these are almost impossible to use with very young children. This book shows how to create a family environment that successfully treats and prevents depression in children of all ages.

Bob Murray and Alicia Fortinberry have taught at major universities and medical centres including Duke University, Tufts University, John F. Kennedy University, the University of South Florida, California Institute of Integral Studies, Royal North Shore Hospital and the Australian College of Applied Psychology in Sydney. They are regular consultants for Fortune 500 companies.

Their acclaimed *Uplift Program* has been teaching thousands of people what they know and live by and is the inspiration for their work. Bob and Alicia divide their time between San Francisco, Tampa and Sydney.

## About the Authors:



**Bob Murray, Ph.D.** is a clinical psychologist. He holds degrees in psychology from New York University and the University of Sydney. His innovative and proven theories and techniques that focus on relationships, depression and evolutionary psychology show up frequently in the media and in professional journals. He consults with multinational companies and government organisations on team building and relationships. He is a member of the International P.E.N., the American Psychological Association and the Association for Humanistic Psychology.



**Alicia Fortinberry, W.S.** is a psychotherapist, corporate trainer and coach. She received an MS degree from the Columbia University School of Journalism and a BA from Sarah Lawrence College. She has written extensively on health and psychology for major national magazines and newspapers. She is also a leading Feldenkrais practitioner and has developed cutting-edge techniques for using movement to enhance well being. She has lectured widely on her own healing from 'treatment resistant' depression, which she attributes in large part to her loving marriage to Bob.

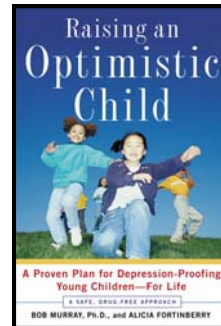
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To request a review copy and/or interview with Bob Murray and Alicia Fortinberry,  
or if you would like more information about *Raising an Optimistic Child*,  
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