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ARE YOU DURABLE?

Book sounds the alarm then comes to the rescue of people struggling for balance in a world of constant distractions, information overload, and disappearing free time. Word “durable” springs into the cultural consciousness as a necessity for being “built to last” in mind, body, and spirit.

Author calls herself out as a bad example, such as when she caused her own bike crash on the W&OD trail.

TYSONS, VA, ISSUED May 18, 2016. Journalist, design ethicist, and Northern Virginia community leader Jenifer Joy Madden announces the release of ***How to Be a Durable Human: Revive and Thrive in the Digital Age through the Power of Self-Design*** (Published by Austral Arc, 2016, ISBN 978-0-9912426-2-7, \$9.99, <http://durablehuman.com/HowToEBook>.)

In this unprecedented handbook for being a human in the 21st century, readers learn to refresh in themselves what has been inadvertently trampled by their close association with smart phones and other devices of personal technology. Gleaning advice from renowned thought leaders including TED talks curator Chris Anderson, Vietnamese Buddhist philosopher Thích Nhất Hạnh, and U.S. Surgeon General Vivek Murthy, Madden offers practical tips and strategies for increasing durability. Subject range from extending attention span, to accessing ingenuity, to increasing vitamin D, to getting better sleep.

“In this age when Google, GPS, and artificial intelligence can perform so many of our basic functions, it’s gotten to the point where we need to be *actively human* so that we are more effective and less overwhelmed,” says Madden. “I’m excited to help remind readers that each is a one-of-a-kind, totally unique individual worthy of special self-care. As I write in the book: ‘We can’t afford to let our hard-fought attributes, intuitions, and instincts be swept away in a tide of digital everything.’ To continue to be curious, creative, compassionate, healthy humans in the challenging digital world, we need to be *durable*.”

The book is the second in Madden’s Durable Human series and is the practical follow-on to her inspirational *The Durable Human Manifesto: Practical Wisdom for Living and Parenting in the Digital World* (Austral Arc, 2013). Both titles artfully and accessibly reconcile the ever-increasing presence of technological devices with the traits of happy and healthy adults and children.

Madden is a multi-media journalist, digital media professor, and parent of three who lives in the Tysons, Virginia, area, and – as an appointed county transportation commissioner – she literally and figuratively builds bridges to greater well-being. A contributor to the “Today Show” Parenting Team, Madden’s work as a writer and videographer has informed millions on ABC News, CBS EcoMedia, PBS, and Discovery Health Channel; in *The Washington Post* and *The Huffington Post*; and on her website, DurableHuman.com.

In *How to Be a Durable Human: Revive and Thrive in the Digital Age through the Power of Self-Design*, Madden introduces the concept of “durable human design” – design that promotes people and what they do best. Among the many durable human designs she offers in the book:

1. To maintain versatile eyesight: Use the 20-20-20-rule: look up from the computer screen every twenty minutes at something at least twenty feet away for at least twenty seconds.

2. To reduce information overload: When responding to email, save yourself and the sender time. Avoid open-ended questions such as “Thoughts?” and instead give finite choices such as “Would you like me to (a) call, (b) stop, or (c) butt out?”

3. To banish that “frazzled feeling”: When you’re on a device and your head begins to throb, stepping outside in the sunshine and breeze for a few minutes decreases stress and increases your brain’s ability to process information.

4. To sleep well in an always-on world: Since hand-hold devices such as phones and tablets are funnels for alerts, notices, and other things that go beep in the night, use a plug-in alarm clock and charge phones out of earshot, such as in a hallway or bathroom.

5. To keep emotions on an even keel: In stressful situations, use the **STOP** technique: **S**top what you are doing, **t**ake a breath, **o**bserve what is happening around you, then **p**roceed after deciding what most needs your attention at the moment.

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About the Author:



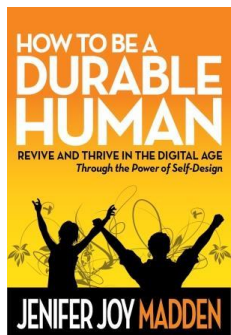
A member of the National Association of Science Writers and the Society of Environmental Journalists, Jenifer Joy Madden is an adjunct professor of digital and broadcast journalism at the highly acclaimed Newhouse School of Public Communication of Syracuse University. A veteran of ABC News, Jenifer is also a Huffington Post Blogger, CBS EcoMedia reporter, and member of the “Today Show” Parenting Team. She has been published in *The Washington Post* and numerous other sites including The Children and Nature Network.

Madden is an award-winning community leader who was appointed a county transportation commissioner after planning a network of recreational trails connecting a multitude of parks and places in Fairfax County, Virginia. Jenifer also helped convince the county school system to embrace International Walk to School Day in the fall and Bike to School Day in the spring.

Madden, who describes herself as a “cheerleader for humanity,” is an avid cyclist and fierce advocate of active living. She often walks and bikes with her own three children, who are now self-reliant, durable young adults.

Learn more about the author at DurableHuman.com and by contacting her at jj@durablehuman.com or 703-403-7034.

About the Book:



How to Be a Durable Human: Revive and Thrive in the Digital Age through the Power of Self-Design. Austral Arc, 2016, ISBN 978-0-9912426-2-7, \$9.99, <http://durablehuman.com/HowToEBook>.

“An all-too-relevant and eminently practical book that offers health strategies in a gadget-packed world.” – *Kirkus Reviews*

Buy this book to regain quiet of mind and effectiveness of body by using technology *better*. Includes lots of advice for raising durable children.

Review Copies and Media Interviews:

For a review copy of ***How to Be a Durable Human: Revive and Thrive in the Digital Age through the Power of Self-Design*** or an interview with Jenifer Joy Madden, please contact Nicole Hales, PR First, phone 617-947-7983, nhales@PRFirst.com.

A free electronic copy of *The Durable Human Manifesto* is available at DurableHuman.com. Madden also narrates *The Manifesto* audiobook (which also has music and sound effects including the sounds of giggling kids) at Audible.com.