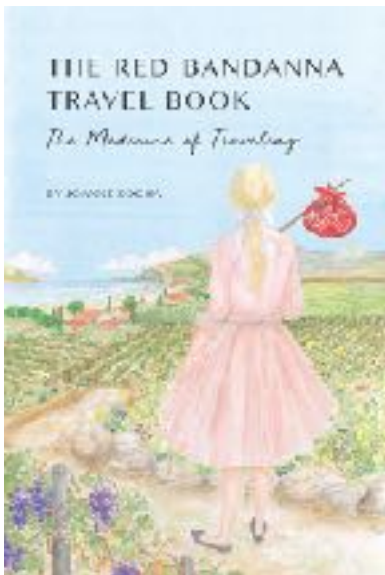


For more information, or to schedule an interview, please contact Jocelyn Kelley at 617-680-1976 or email jocelyn@kelleyandhall.com

FOR IMMEDIATE RELEASE

“A must-read for any traveler!”
“Lovely, insightful, and truthful.”
“This book is the perfect travel companion.”
 -Amazon Reader Reviews

THE RED BANDANNA TRAVEL BOOK:



The Medicine of Traveling
 by Joanne Socha

Amabelle Publishing, April 2019

Non-Fiction/Memoir/Travel

Paperback, \$14.95

ISBN-13: 978-0692173909

Boston, MA - According to recent studies, women who vacation at least twice a year show a significantly lower risk of suffering a heart attack than those who only travel every six years or more. On a global scale, Americans are half as likely as Europeans to travel abroad and 29 percent of American adults have never even traveled abroad. If travel is so good for us and rates are better than ever, why aren't Americans traveling

more?

Joanne Socha is a travel architect and luxury travel advisor. She left a career in law to follow her passion and wants to teach others how to do the same with her inspiring book and interactive journal, **THE RED BANDANNA TRAVEL BOOK: The Medicine of Traveling (April 2019, Amabelle Publishing)**.

Once you open THE RED BANDANNA TRAVEL BOOK you will immediately feel you are on a healing travel journey with Joanne as she teaches you how to pack up your troubles and leave them on the tarmac. Her book guides you through the backstory of your travel yearnings and inhibitions. By sharing the methods she uses with her treasured clients, Joanne will inspire you to race down the runway on an exhilarating chase after your long-held travel dreams. Joanne reveals the obstacles she has faced along her own journey, which serves as a testament to the invigorating and therapeutic powers of travel.

Joanne can explore the following topics and studies for potential interviews or media coverage:

- **Traveling relieves stress.** According to reports, three days after taking a vacation, travelers report feeling less anxious, more rested and in a better mood. Interestingly, these benefits tend to linger for weeks after the trip has ended.
- **Travel enhances creativity.** Studies have shown that there are concrete links between international travel and creativity. Foreign experiences increase both cognitive flexibility and depth of thought, the ability to make deep connections between disparate forms.
- **Travel increases lifespan.** Men who did not take an annual vacation were shown to have a 20% higher risk of death and about a 30% greater risk of death from heart disease.
- **Benefits of travel are almost immediate.** After only a day or two, 89% of respondents saw significant drops in stress.
- **Travel is the gift that keeps on giving.** A study noted that 59% of Americans dream of traveling during their retirement, and that the most impactful trips are those spent with family and friends.

About the Author:



After a satisfying career as an attorney working with small start-ups and a Fortune 500 company, Joanne Socha turned the tables and entered the travel industry. She is a luxury travel advisor and the founder of Travel Far and Well, a Virtuoso-affiliated travel design firm catering to a diverse clientele. A world-class traveler, Joanne is also a speaker and a coach. She has used her trips as a healing medicine for the heart and mind, and strives to package restorative surprises into every journey she creates. Her mission is to help others heal and fall in love with the world. Joanne is originally from South Salem, NY. She currently lives in New England with her husband yet considers the world her headquarters.