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## **PLANNING THE PERFECT GIRLFRIEND GETAWAY JUST GOT EASIER**

PHOENIX -- With girlfriend getaways accounting for approximately four percent of all American leisure travel spending, many women are seeking trips to relax, rejuvenate and bond with their closest friends. Where do they start?

A new Web site created by entrepreneur and motivational speaker Renie Cavallari, [www.givetoyourself.com](http://www.givetoyourself.com), provides women with details on the top girlfriend getaway packages around the country, including featured amenities, special girlfriend package components and pricing.

"Whether your idea of fun with the girls is a relaxing spa retreat, shop-til-you-drop in the big city or playing cowgirl at a dude ranch resort, there is a girlfriend getaway available to pamper you and your girlfriends," says Cavallari. "This user-friendly Web site makes it easy to find the perfect escape."

For a limited time, you can also get an electronic copy of Cavallari's new book, *"The Official Girlfriend Getaway Guide,"* on the Web site. This funny, interactive and easy read shares tips for pondering, planning and pulling off the greatest girlfriend getaway ever.

Givetoyourself.com also offers a variety of "giving to yourself" resources including information about stress busters, nutrition and soul thinking. The site also features fun, interactive quizzes including the "Girlfriend Reality Check" and "Give Yourself Permission" designed to motivate women to take a break and put their own needs first.

"Women benefit immensely from escaping their everyday personal and professional

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## **1ST ADD GIVE TO YOURSELF WEB SITE**

responsibilities and bonding with female friends," says Cavallari. "The important first step is giving yourself permission to take that much-needed and well-deserved break."

A recent survey conducted by AAA and Cavallari's international training and consulting company, Aspire, is the most comprehensive study of the girlfriend getaways travel market. The report found that 24 percent of American women have taken a girlfriend getaway in the past three years, and 39 percent of American women plan on taking one in the next three years. The study revealed that girlfriend getaways are not just a trend but a business segment bringing in approximately \$6 billion annually.

Renie Cavallari is CEO and Chief Inspirational Officer for Aspire, an international training and consulting company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix with a network of inspiring professionals across the country. For further information, visit [www.aspiremarketing.com](http://www.aspiremarketing.com).