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For Immediate Release

CAREER COACH DALLAS TRAVERS TAKES THE CREATIVE COMMUNITY BY STORM

*With her Award Winning Book, New Column in Leading Industry Publication,
and Lectures to Graduate Students & Screen Actors Guild Members*

Los Angeles (June X, 2009) -- Creative Career Coach DALLAS TRAVERS' fresh approach to the business side of show business is garnering praise, opportunity and the attention of Hollywood hopefuls like never before.

Among the accolades, Travers' new book, *The Tao of Show Business: How to Pursue Your Dream Without Losing Your Mind* (Love Your Life Publishing, March 2009), won two prestigious honors last month. First, **The Tao** was named a Finalist in the non-fiction category for the 2009 Indie Excellence Awards, a title awarded to only five new books per year. Next, The New York Book Festival awarded Travers' book as Runner Up in the Wild Card Category. **The Tao of Show Business** offers actor's a practical roadmap for professional success and an easy guide for personal fulfillment, applying proven business strategies to an actor's career.

In addition, Travers has just been invited for a book signing event celebrating *The Tao of Show Business*, at the industry's foremost bookstore, Samuel French, in Studio City on Thursday, June 18th.

On May 21st, Travers became a new Contributing Columnist for Actors Ink, an e-magazine published by leading actors services company NowCasting, with the launch of her column: **The Thriving Artist**. The monthly feature will tackle a variety of topics relevant to today's working actor, including embracing change, marketing secrets, recession-proofing your career, and time management tips.

And recently, Travers was a featured expert in the infamous Harvard A.R.T. Industry Panel, formed to educate the graduating class on the current climate of the entertainment industry. Travers followed up the panel by hosting a live tele-seminar with alumni of Harvard A.R.T. and U.C. Irvine, coaching them on how to cultivate powerful relationships. This seminar came on the heels of Travers' acclaimed seminar for S.A.G. union members. There, she offered a marketing strategy that empowers actors to take control of their own careers. Travers has been asked to return to SAG and teach a 4-week series later this summer.

Combining nearly eight years of experience as the CEO of Sage Creative Inc. with her advanced training as an IPEC Certified Empowerment Coach, Travers offers savvy business strategies from various professions, combined with practical tools for life that allow artists & actors to take their careers into their own hands. Travers has transformed the careers of hundreds of emerging actors throughout the entertainment industry by teaching clients to follow their artistic instincts in order to create personal success.

**For Further Information About Dallas Travers,
Her Book, and Upcoming Events, please visit:
www.DallasTravers.com**

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