

# A Life<sup>®</sup> unplugged

FOR IMMEDIATE RELEASE:

## ***A LIFE WELL READ TEAMS UP WITH BAS BLEU TO BRING A NEW, INSPIRED GIFT TO READERS THIS FALL SEASON***

### ***A Life Well Read-My Personal Journey Through Books<sup>®</sup>***

*A Complete Solution for Organizing, Preserving & Sharing Inspiration from Great Books*

San Diego, Calif., September 16, 2009 – Book lovers will delight this fall season when they discover **A Life Well Read** in the pages of the Fall 2009 Bas Bleu catalog. “Champion of the odd little book...and your source for inspired gifts and accessories”, the Bas Bleu catalog calls **A Life Well Read** “...the perfect gift for a bibliophile who has everything!” It’s a truly unique gift idea under \$30.

**A Life Well Read-My Personal Journey Through Books<sup>®</sup>** is a complete solution for organizing, preserving and sharing inspiration from great books. It is the ideal reader's companion, combining the intimacy of a diary and the organization of a Rolodex. “**A Life Well Read** is just what readers have been waiting for,” said Debra Schonfeld, co-creator of **A Life Well Read**. “Our one-of-a-kind system helps capture the special moments you experience in the books you read and save them for years to come. It's the ideal gift for anyone who loves to read”, adds co-creator Deborah Razo.

“We are honored that Bas Bleu has included us in their prestigious catalog” said Razo. “Both companies are committed to offering a little extra something to book lovers and together we hope to enhance the reader’s experience” said Schonfeld.

### ***Pricing and Availability***

Priced at an SRP of \$29.95, *A Life Well Read* is available at [BasBleu.com](http://BasBleu.com) and [Amazon.com](http://Amazon.com).

### ***About A Life Unplugged***

*A Life Unplugged* (dba D&D Creations) was founded by Debra Schonfeld and Deborah Razo, two busy, working moms, whose vision is to help others reclaim their free time and relax, enjoy, capture and share life’s simple pleasures in the “unplugged” world. *A Life Well Read* is the first of a series of gift products of exceptional beauty, quality and creativity to be launched by *ALifeUnplugged.com* and is a complete solution for book lovers of all ages who wish to preserve, organize and share their personal insights about great books as they “unplug” into the transformational experience of reading.

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