

Turns Out That the Meaning of Life is...a Brand New Website

La Mirada, CA- Can you find the meaning of life by going within? Now you can find it by going online. www.TheMeaningOfLife.com has been launched this month. And hundreds of people are enthused about finding this kind of wisdom on the web.

According to the site's founder Adam Christing, "You don't have to travel the world in search of hidden mysteries, gurus, or become a religious monk to find life's purpose. "I think the meaning of life is *right under your nose*. It's about becoming who you were meant to be."

Lisa Franco is the director of operations for the new website which offers life coaching, tele-seminars, and monthly "meaning memberships." Franco says, "Ever since I was a kid, I have been asking, "Hey, what is the meaning of life?" Now I'm excited because I am helping people discover it for themselves." TheMeaningOfLife.com doesn't give "the answer" so much as it helps people explore and celebrate life's ultimate questions for themselves.

About 1000 people have signed up to receive the new site's weekly e-newsletter. "We are creating an online community of people who want to live life to the fullest. People are hungry for more than success, they are craving significance", says Christing. He may be on to something. In the last 3 years, more than 14 million people have purchased the best-selling non-fiction book *The Purpose Driven Life* by Rick Warren.

At the end of the year, TheMeaningOfLife.com is going to pay \$10,000 to the one individual who comes up with the most original and inspiring short description of the meaning of life. Site visitors can submit their best "The Meaning Of Life Is _____." entry online.

In addition to the \$10,000 contest, TheMeaningOfLife.com offers visitors:

Online articles and resources for exploring the answer to life's ultimate questions and a free weekly e-mail called the "e-luminator."

2 free months of "Meaning Membership." Subscribers receive a printed newsletter and an audio CD or DVD featuring different experts each month discussing life-transformation, health, spirituality, and personal growth.

A "Meaning Makeover" session with founder, Adam Christing. This life coaching helps people identify their core strengths, beliefs, and the limiting behavior that is holding them back. Participants get two phone sessions with Christing, receive an audio CD recording of the calls, a personalized written assessment, and a follow-up email.

Christing hopes that visitors will also find humor and fun on the new site. Before launching this new venture, Christing founded an entertainment booking company called *Clean Comedians*. He expects TheMeaningOfLife.com will have 100,000 online subscribers by the end of 2006.

"I love what Will Rogers said," says Christing, "Life is short. Get all the laughs you can."

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