



"The Getaway Girl™"

FOR IMMEDIATE RELEASE
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Travel Writer Proves Career Re-Invention is Possible

ORLANDO, Fla. (March 17, 2009) With today's job cuts and uncertain times, experts predict a trend for 2009 will be that of career reinvention and extension. Living proof that negative circumstances can lead to a positive re-birth, author of the *Girls Getaway Guide* series and travel expert Casey Wohl, known at The Getaway Girl™, found herself divorced and jobless several years ago. Wohl used that time to re-assess her life goals and career ambitions.

Today, Wohl is a published author with books in Barnes & Noble. While traveling with her girlfriends, she recognized an unfulfilled niche in the travel guide market. Unable to find city-specific travel guide for women, Wohl started to write her own. The first in the *Girls Getaway Guide* series was met with rave reviews, and national television, print and radio appearances have followed. She has more than 10,000 monthly subscribers who follow her on her website, blog, E-newsletter and social media outlets.

"When times get tough I remember the quote 'It's not the number of times you fall down, but the number of times you get back up.'" Wohl said. "We must focus on the good that we can achieve versus the challenges of today."

An author and award-winning public relations practitioner, Wohl has been featured on national, state and local television, radio, newspaper and magazines. She attended Rollins College, and earned a master's degree in communications from the University of Florida. Born and raised in Central Florida, Wohl has traveled to 19 foreign countries and has organized many girls' getaways to more than 20 different cities.

Wohl has been featured on the nationally-syndicated radio and television programs Daytime, CBS Radio and The Daily Buzz, as well as Media Talk, Better TV, FirstWivesWord, and numerous blogs. She has received print and online media coverage on nearly 80 national news sites and publications, such as *Woman's Day*, *Parenting*, NBC 4 Washington, NBC 11 San Francisco, KETV 7 Omaha, and the *Orlando Sentinel*. She has also served as a spokesperson for the Orlando/Orange County Convention & Visitors Bureau and VISITFLORIDA.COM. Wohl is a contributing writer for GoGirlfriend.com, Passionate for Life (online magazine), Girlfriendology.com, GirlfriendCelebrations.com and Fabulously40.com. She serves as a Resident Expert on girlfriend getaways for the Gaylord Palms Resort, was named a "Woman to Watch" by *Orange Appeal* and was listed as one of "101 Women Bloggers to Watch in 2009" by *WE Magazine*.