



MEDIA CONTACTS:
Katie McDougall 804-716-9142
katiem@dca-dcpr.com or:
Dara Shlifka 847-423-6000
dara@dca-dcpr.com

FOR IMMEDIATE RELEASE
--photography available--

FAMILY DEALS WITH CHANGING ECONOMY BY GETTING OFF THE BEATEN TRACK
Adventuring family seeks a new sense of direction

CHICAGO, IL (February, 2009) – As parents gear up to face the current economic downturn and are fearful for the future, one family has decided to use the time as an opportunity to see things in a new way, literally. The Ezgur Family, Michael and Wendi Ezgur, and their children, Aidan (11), Charlie (8) and Rosie (6), are going “Off Track” from April through August, 2009; to live, love and learn their way across the country in an RV. Parents Mike and Wendi are both professionals who found that recent economic conditions afford them a unique opportunity to reconnect to family, life and learning in ways that would otherwise never have been possible. Their reasoning is simple says Wendi, “The moment it looks as though all is lost, is the precise moment you have nothing to lose.” The family departs on their cross-country journey beginning at the end of March.

Mom, Wendi Ezgur, is the founder of Leadhead Inc., www.leadhead.com, an ideation company that has helped many Fortune 500 companies turn up creativity and innovation. She is hoping to teach her family some of the creative skills she uses with her clients and says that the trip “is about taking enough time to achieve a quiet rhythm of exploration not drowned out by break neck schedules. You have to get out of the tourist mindset of ‘what do we have to see’ and get into the curious mindset of ‘what do we want to know more about’,” says Wendi. It is based on the simple KWL method which is what do we **K**now, what do we **W**ant to know and what did we **L**earn.

“People ask us, ‘why travel now with a failing economy?’” says Michael, “and we explain that with change, good or bad, comes opportunity. Time is a precious commodity and we find ourselves in a rare moment where we now actually have the time which may never come again. This time is also ideal because of the ages of our children and their ability to experience these life lessons with their eyes wide open.”

The Ezgurs will be adhering to a strict budget on the road, sticking to life’s necessities. By cutting out household expenses and summer activities at home, the money saved will form the modest budget they will be living on while on the road. This budget will be tracked daily by eight-year-old Charlie so the family can make financial decisions together. The children will keep up with school work from their classrooms, but the major learning will be driven by the children themselves. Each child is researching the different states they will visit. Whatever inspires them about that state determines what and how the family will explore in that state. Six year-old Rosie is lending her artistic vision by composing a picture journal slide show of their experiences. Eleven year-old Aidan is narrating the video journal adventure and utilizing computer software to put music to the videos.

“We want our experiences to inspire others to follow their curiosity and ask themselves ‘what if’ and ‘why not’,” says Wendi.

To follow the Ezgur family on their adventure go to www.familyofftrack.com.

#####