



first **thirty** days



ARIANE de BONVOISIN **FOUNDER AND CEO,** **THE FIRST30DAYS**

The First30Days is a New York City-based media company focused on guiding people through all types of changes, both personal and professional. Ariane is both Founder and CEO of the company, which launched its beta web site with nearly 50 life change subjects in February 2008.

With Ariane's experience in new media, she knew the impact it could have when used in the right way to help people, build community, and share information and resources. Building the First30Days online seemed like the best place to reach people quickly. Ariane and her team are also intent on extending the First30Days brand from the Internet to books, mobile devices, television, radio, magazines, and newspapers.

Prior to her launch of First30Days and her time at Charlie Rose Productions, Ariane spent a year as a Senior Advisor on a Humanitarian Project, A DAY IN THE LIFE OF AFRICA. The project involved the top 100 photojournalists placed in the 53 countries of Africa on a single day.

Her previous professional experience includes being tapped by Time Warner to become the Managing Director of a new \$500 million digital media venture fund in 2000. The Fund's mission was to take non-controlling equity stakes in early stage, potentially strategic, technology companies.

After acquiring a degree in Economics from the London School of Economics and International Relations at the age of 19, Ariane began her professional career at the Boston Consulting Group based in London. She worked in over a dozen countries during her tenure at BCG.

Upon receiving an MBA from Stanford University, she moved to New York, and began working with media giants BMG and Sony Music. She held the position of Strategic Assistant to the Worldwide Chairman and CEO of BMG Entertainment.

Ariane's duties at BMG involved presentations to the Board, updates on profit center performances, analysis of new business initiatives, review of budgets and business plans. At SONY, her responsibilities included sourcing, evaluating, structuring and negotiating Internet deals for Sony Music and the Sony Venture Fund.

Ariane also is an accomplished athlete, having been a professional swimmer, a ski instructor, and completed a series of marathons and triathlons. Constantly seeking new challenges, she reached the summit of Mt. Kilimanjaro in January 2001 and accompanied a group of students to Antarctica in December 2002.

Ariane was also recently touted as an "up and comer" to Silicon Alley Insider's annual list of the most influential folks in New York digital business. She has a monthly column in Redbook magazine; is a Life Balance expert for Health Magazine and will be a contributor to Best Life magazine in December 2008.

Her new book entitled, "[The First 30 Days: Your Guide to Any Change](#)" was published by Harper Collins in May 2008. Ariane appeared on NBC's Today Show, and the CBS Early Show, among other media outlets as part of her national book tour.

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FIRST30DAYS LAUNCHES ITS BETA WEB SITE

Expansive site to become premier destination of choice for anyone going through change, be it big or small, personal or professional

February 11, 2008, New York, NY — **First30Days**, a New York City-based media company focused on guiding people through all types of changes, Monday announced the launch of its beta web site at www.First30Days.com.

First30Days, the premier destination on the web to address 'change' as a primary focus, empowers visitors with an array of information on a variety of changes, including starting a business, getting married, filing for divorce, switching to a Mac, getting organized, planning for retirement, and going green. Nearly 50 changes are currently offered on the site.

"Change is certainly the buzz word so far in 2008, but it's so much more than just the focus of the election. It's the one thing guaranteed in life. The mission of our company and what our team has been passionately building is a place that makes any change easier—be it big, small, personal, professional, social, or even global. The launch of **First30Days.com** is the first big step toward achieving this goal," says company Founder and CEO, **Ariane de Bonvoisin**.

One of the strongest benefits visitors to **First30Days.com** will discover is an extensive collection of original feature articles, a directory of trusted resources that the team has worked hard to find (ex: top books, magazines, movies, music, etc.), change-specific news feeds, and candid interviews with a diverse group of more than 100 experts, including George Foreman, Steve Wozniak, Barbara Corcoran, David Bach, Dr. Andrew Weil, and Po Bronson. This aggregation of content is the result of exhaustive research and the high-standards of the **First30Days** team to provide users with the "best of the best," of experts, information, and optimism.

"The **First30Days** gives people information and inspiration on all types of life changes. It's the right time for this concept, and Ariane is the perfect person to lead this company," says Time Warner Chairman and **First30Days**' initial angel investor, Richard Parsons.

As the name **First30Days** suggests, each person who signs up for help with a given change at **First30Days.com** also receives 30 expertly written email tips on that change—one each day—"to get people started and to stay started," says Ariane. Additionally, users are provided with the opportunity to connect with others going through the same change(s), and to contribute to and use a growing database of community-driven Q&A and shared wisdoms.

For those who simply want to make some general changes, they can receive the *Everyday Change Tips*. These include one great idea each day for a small, but important change that will make life better. The team believes strongly in affecting change on a grand scale by starting with small changes that each and every person can commit to.

While **First30Days** is launching its brand on the web, the company's future growth plans include extending the brand from the Internet to books, mobile devices, television, radio, magazines, and newspapers.

Its first expression in other media will be the release of Ariane's new book in May 2008, by HarperCollins, aptly entitled "**The First 30 Days: Your Guide to Any Change**". The book will provide a wide range of advice aimed at guiding readers through the principles of change. A national tour is planned to coincide with the launch of the book.

A partial list of the changes currently available online, organized by channel, appears below:

- **Careers:** Finding your Dream Job, Losing Your Job, Starting A Business
- **Diet and Fitness:** Living Healthier, Losing Weight, Getting in Shape
- **Health:** Handling a Health Diagnosis, Dealing with Depression
- **Family:** Grieving the Death of a Loved One, Enjoying Pregnancy, Being a New Dad
- **Finances:** Reducing Debt, Having More Money, Planning for Retirement
- **Home:** Buying a Home, Enjoying Your Empty Nest
- **Relationships:** Dating Online, Proposing, Planning a Wedding, Getting Divorced
- **Technology:** Switching to a Mac, Using Facebook, Upgrading to Windows Vista
- **New Directions:** Going Green, Moving to a New City, Getting Organized, Living More Spiritually

The company was founded by **Ariane de Bonvoisin**. No stranger to change, Ariane, born in New York City to French-Belgian parents, grew up mainly in Hong Kong, Paris, and London, was exposed to different languages, cultures, schools, and ways of living. She spent nearly a decade working for major corporations—BCG, Bertelsmann, Sony, and lastly as Managing Director of Time Warner's Digital Media Venture Fund. She has taken a decidedly different path since. Included in the journey, was extensive world travel, from a nonprofit in Africa to taking students to Antarctica to scaling Mount Kilimanjaro, to reading hundreds of books and interviewing people all around the world on the subject of change.

Significant funding for the **First30Days** was led by Hearst Interactive Media in a *Series A* financing, in addition to The New York City Investment Fund and a host of angel investors.

"We couldn't be any more committed to and inspired by **First30Days'** unique and original platform and the long-term value we believe it will provide. Its strength as a brand will only increase as its audience discovers the amazing depth of resources, both online and in other media, that **First30Days** is building," says Hearst Interactive Media President, Ken Bronfin.

First30Days' management team is comprised of seasoned former executives from a variety of media companies, including About.com, CNN, International Data Group, News Corporation and Sony. The company's headquarters, editorial and sales teams are based in the Flatiron district of New York City.

For more information, please contact:
Andrew Palladino, apalladino@rubenstein.com, 212.843-8482

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ABOUT FIRST 30 DAYS—EDITORIAL

What is First30Days?

First30Days (www.first30days.com) is a New York City-based media company focused on helping people through the important period following any change, event or decision—be it personal, professional, big or small, social or global. First30Days provides free, fast, accurate and timely information on the best practices for succeeding through these changes.

What change topics are covered?

First30Days currently offers nearly 50 change topics throughout nine channels. They are:

Family: adopting a child, being a new mom, being a new dad, being pregnant, step-parenting, grieving

Career: finding your dream job, graduating college, losing your job, starting a new business, starting a new job, starting college, working after baby

Finances: having more money, planning for retirement, reducing debt, your empty nest

New Directions: being happier, changing your look, getting organized, going green, living more spiritually, making change easier, meditating, moving to a new city, pursuing your dreams

Diet and Fitness: getting in shape, living healthier, losing weight

Health: dealing with depression, quitting smoking, your health diagnosis

Relationships: breaking up, dating online, finding romance, getting divorced, improving relationships, improving your sex life, planning a wedding, proposing

Home: adopting a pet, buying a home, buying a new car, creating a green home,

Technology: mastering the iPod, switching to a Mac, understanding HDTV, using Facebook and Windows Vista.

Some additional change topics the company plans on launching in the near future include frugal living, selling a home, having heart disease, having breast cancer, living with diabetes, having prostate cancer and preparing for a natural disaster.

What information does each change provide?

Each change has the following elements:

GETTING STARTED: Each change has a feature article explaining what people can expect within the first month.

TOP 5 THINGS TO DO: A list of the most important tips for success.

EXPERT INTERVIEWS: Advice and guidance from over 140 experts leading experts.

30 DAYS OF EMAIL TIPS: We provide a month's worth of tips, advice and inspiration on succeeding in a change.

Q&A: A place where members can ask questions about their change, and get expert and community feedback.

SHARED WISDOMS: Members can share any lessons they've learned about a particular change.

NEWS ON THIS CHANGE: Regular stories updated based on the news of the day as it relates to a change.

RESOURCES: A list of the best books, web sites, magazines, movies and music to help people through a change.

What is Change Nation?

Change Nation is a weekly online show from First30Days, currently available on the site and iTunes. Every Friday, First30Days founder and CEO Ariane de Bonvoisin interviews leading experts, celebrities and inspirational people on a particular change or life event. Her smart and comforting tone encourages guests to open up and share the intimate details of their changes while also giving listeners clear information and inspiration. Guests include: former Time Warner CEO Richard Parsons; Wayne Dyer, known as the “Father of Motivation”; financial expert David Bach, author of *The Automatic Millionaire*; two-time heavy weight boxing champion George Foreman; Cathie Black, president of Hearst Magazines; Bob Harper, a trainer on NBC’s “The Biggest Loser” and many more.

What is The Change Report?

In partnership with one of the top research firms in the country, Southern Institute of Research, and Nancy Etcoff, a Harvard Medical School professor, First30Days conducted an in-depth survey — The Change Report — to better understand change—how people perceive, process and manage change in their lives. The survey measured how both men and women from various generations and backgrounds, rank life events and found interesting conclusions about the characteristics that make some people succeed in navigating through a change.

What is Everyday Change?

Everyone who signs up for a complimentary account with First30Days will get an Everyday Change email. It’s a daily tip to get people to make small changes every day to make a big difference in their lives and in the world. It could be as simple as making their bed every day and saying thank you more often, to buying garbage bags that are better for the environment. Whether First30Days’ readers make these changes or not, the overarching goal is to show how little changes matter.

What is Ariane’s Studio?

This is the hub for our members to learn about First30Days CEO and founder, Ariane de Bonvoisin. Here, users can read Ariane’s latest blog entries on getting through change or change in the news, you can learn more about her media appearances and read more about her new book, *The First 30 Days*. They can also ask her a question and find more about how she conceived the idea for First30Days.

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Change Positively



Welcome!
Ariane de Bonvoisin
Founder and CEO
Chief Change Optimist

Get Started
What's our mission?
What can you do here?
What do we believe?

First30Days The Book!
This book will show you how to make change easier and get you started in the right way.

Buy Now

Change Index
Popular Changes

- Getting in Shape
- Losing Weight
- Living Healthier
- Being Happier
- Having More Money

Our Famous Daily Tips
Everyday Change
Take five and meditate.

People who don't meditate tend to get weirded out by the whole thing. They think you sit on the floor for hours chanting mantras.

[Read More»](#)

Love Your Life More
The Book
On Sale Now

The First 30 Days: Your Guide to Any Life Change (and Loving Your Life More), Ariane gives you the benefit of her knowledge and

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[Read More»](#)

Defining a Dream

What exactly do you dream of doing with your life?
[Read More»](#)

Find Your Change

Being a New Dad
Everyone's got advice for new moms, but dads need some love too! Explore ways to bond with your new family, deal with your emotions and talk to other new dads.

Being a New Mom

Being Happier

What's your story? We'll help you write it.

Join Our Amazing Community of Change Optimists
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Suite 500
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Web Site www.harperone.com

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Contact: Suzanne Wickham 310.369.7222
suzanne.wickham@harpercollins.com

The First 30 Days **Your Guide to Any Change** **(and Loving Your Life More)**

*Going through a change? Start here with this book from the founder of
First30days.com*

Today Show appearance – May 8
Redbook – May issue & ongoing monthly column
Health Magazine- LifeBalance Expert
BestLife Magazine-Contributor

This year alone, many of us will fall in love, get in shape, and start new companies, while some of us will lose a job, deal with health complications, or get divorced. Although we often try to ignore change, whether good or bad, it is the one constant in life. Now, with **THE FIRST 30 DAYS: Your Guide to Any Change (and Loving Your Life More)**, by Ariane de Bonvoisin (HarperOne; May 2008; \$24.95; hardcover) we can embrace change, learn how to move through it, and successfully navigate the twists and turns of life.

THE FIRST 30 DAYS reveals how the beginning of any change is a pivotal time that can either leave us stressed and stuck or lead us forward in our lives with clarity and hope. Change coach Ariane de Bonvoisin provides the tools to make this change a new beginning, whether it is a change you want to make or a situation out of your control. Ariane introduces nine principles that will help you develop an optimistic mindset towards change, an attitude that encourages you to see that life is on your side and that good can come from even the most difficult circumstance. With real life stories, practical exercises, and inspiring action points, **THE FIRST 30 DAYS** teaches the skills to face any change; skills that will help you today—and for the rest of your life.

ABOUT THE AUTHOR

Ariane de Bonvoisin is the CEO and founder of first30days.com, a website to help people transition through any change, whether it's a health diagnosis, going green, moving to a new city, or getting married. With a degree in economics and international relations from the London School of Economics, she joined The Boston Consulting Group and worked in over a dozen countries in a few years. After an MBA at Stanford, she moved back to New York, working with media giants BMG and Sony Music. In 2000, Ariane was tapped by Time Warner to become the Managing Director of a new digital media venture fund. First30days.com became her life's work in 2004. Ariane is based in New York City where the company is also headquartered.

THE FIRST 30 DAYS

Your Guide to Any Change (And Loving Your Life More)

By Ariane de Bonvoisin

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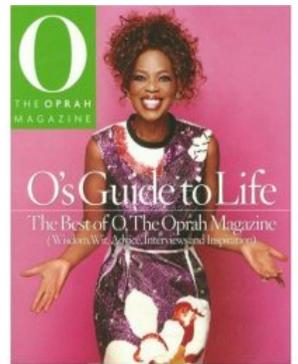
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