



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Amy West  
Steel Advertising & Interactive  
[amy.west@steelsmbology.com](mailto:amy.west@steelsmbology.com)  
817-875-2174

**Career Break Secrets Premieres First Season of Online Travel Show**

*Travel guides and resources for the growing trend of career break and long-term travel*

**AUSTIN – (Aug 25, 2010)** – Career Break Secrets, providing inspiration and planning advice designed for the growing trend of career break and around the world travel, launches Season One of their Travel Video Guides.

“Career breaks, or ‘adult gap years’ have been commonplace in the UK for quite a while, but here in the US it’s still a bit of a novelty,” says Jeff Jung, founder of **Career Break Secrets**. “After returning from my own career break in 2009, I decided to start a company that catered to this type of traveler and inspire and advise others on how to take their own career break.”

Research shows that the United States, Australia, and Canada are emerging markets for career breakers to originate from.\* Age ranges from 25-70 years old, but industry leaders indicate the two expanding segments are “career breakers” from their mid 20’s to their 40’s and “next life gappers” who are typically 40+.\*

“It is our mission to inspire more people to consider this type of travel,” says Jung. “And provide the advice and resources to help them plan their trip. These are resources I did not have when I took my career break, which is what inspired me to create them.” **Career Break Secrets** will be launching their first season of Travel Video Guides in mid-September to add to their online resources for career break travelers. In the first season Jeff Jung, traveler and host of the show, takes viewers on adventures in South Africa, Spain, New Zealand, Patagonia, and Colombia. The guides include cool ways to travel the world, new things to learn, and ways to give back while traveling. “Besides travel itself, Volunteering is the second most common activity people engage in while on a career break,” says Jung. “We definitely wanted that to be a component of the show.”

For years, books like *Vagabonding* by Rolf Potts and *Tales of a Female Nomad* by Rita Golden Gelman, and the award winning documentary *A Map for Saturday* by Brook Silva-Braga have inspired countless people across the country to break out of their daily routine and travel the world. The topic has been ignited again as Elizabeth Gilbert's memoir *Eat, Pray, Love* hits theaters, bringing the idea of long-term travel to a broader and more mainstream audience.

Career Break Secrets is the host in Austin of a national meet up event on career break travel called **Meet, Plan, Go!** The event provides participants the opportunity to **MEET** inspirational speakers and like-minded travelers; get motivation, contacts and resources necessary to **PLAN** the trip of a lifetime; and start taking concrete steps forward to **GO** on that career break adventure.

\* source: *Adult Gap Years - International, Travel and Tourism, Analyst No.12, July 2008*; Mintel International Group Ltd

### **About Career Break Secrets**

Career Break Secrets provides video guides and advice for career break and around the world travel adventures. Through the power of video and internet, Career Break Secrets shows people what the travel adventure and experience looks like through first-hand reporting. The travel video guides are fully downloadable via the web, are available in High Definition (HD) quality and can be carried around on your portable device.

The company was founded by Jeff Jung after he took his own career break trip in 2007-2008. Inspired by his experiences, Jeff wanted to help make it possible for more people to have the chance to take their own break and reconnect with their personal passions.

We believe that life is out there in the world and we hope to inspire people to take the steps necessary to make their dream of a someday travel adventure a reality today.

###