



FOR IMMEDIATE RELEASE

CONTACT: Amber Childres at (512) 478-2028 x224

Despite economy, families stick to travel traditions

Memoir reflects on childhood summers on Cape Cod

TYLER, Texas - Traditionally, summer is the time when families pack their bags, load up the car and hit the road for family vacations and long weekend getaways. Summer travel is an important tradition for many families that use the time together to reconnect and create lasting memories. But with the down economy and rising fuel prices, the summer forecast looks gloomy for travelers this year, opting many families to stay closer to home or forgo their travel plans altogether.

Dr. Rick Seidel, author of the summer travel memoir *Sunsets and Shooting Stars: A Cape Cod Memoir* (Cold Tree Press, Nov. 2007), has been traveling with his family to Cape Cod for more than 35 years. He says families should stick to their summer travel traditions, despite the downturn in the economy.

"Families can't afford to skip out on their travel traditions this summer," says Seidel. "The experiences parents and kids share during summer family vacations outweigh the cost of higher gas prices. No matter what the final destination may be, this special time of the year creates a legacy of memories for generations to come."

Seidel has remained loyal to his family travel traditions for more than 35 years, spending two weeks every summer in Cape Cod with his parents, siblings and other extended family. Like most American families, Seidel's family is scattered across the country. He lives in Texas, his brother lives in California, and his two sisters live in Pennsylvania. But despite the geographic locations, they make the effort every summer to reunite on Cape Cod, which has allowed his family to remain close.

Seidel reflects on these years of family summer travel in his new book, *Sunsets and Shooting Stars: A Cape Cod Memoir*. Written in a light, humorous tone that makes it a fun beach read, the book recounts fishing fiascos, boating mishaps and sibling squabbles, describing a true-to-life cast of characters from Seidel's own family. As Seidel remembers the highs and lows of his annual journey to the Cape, he reveals how summer vacations can bring any family closer together, no matter what the final destination.

"For families that can't get away this summer, it's still important to do something that everyone will remember," says Seidel, who plans to take his wife and three children to Cape Cod this summer. "Whether you're spending a weekend exploring your hometown like a tourist, or choosing a nearby town for your annual road trip, the memories created during family vacations are priceless."

In an interview, Seidel can discuss topics that include:

- Why you can't afford to cut out your family vacation this summer
- Fun outdoor activities that encourage father/son bonding
- Video games vs. vintage fun: How to get your kids away from the Wii for some fun in the sun
- Sight-seeing tips for the Cape Cod traveler

In between his summers in Cape Cod, Rick Seidel grew up in Northeastern Pennsylvania. He earned a bachelor's degree from the University of Scranton and a Doctor of Medicine from the University of Maryland School of Medicine. Seidel currently practices gastroenterology in Tyler, Texas, where he lives with his wife and three children. For more information, visit www.ccmemoir.com.

###

To request a review copy of *Sunsets and Shooting Stars* or to set up an interview with Rick Seidel, please contact Amber Childres at (512) 478-2028 ext. 224 or achildres@phenixpublicity.com.