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**Work-Life Balance a Bad Idea Says Mom Who Invents First "Hug Your Kids Day"**

*National Hug Your Kids Day is Monday, July 21. It was invented by Michelle Nichols, the former BusinessWeek columnist to honor the anniversary of the sudden death of her son. The purpose is to tell working parents that work-life balance is the wrong goal.*

**/24-7PressRelease/** - RENO, NV, July 17, 2008 - "Work-life balance is the wrong goal," says Michelle Nichols, the founder of National Hug Your Kids Day, which will be held on July 21. Nichols was the BusinessWeek sales columnist for six years but she stopped writing to create National Hug Your Kids Day in memory of her son, Mark. He died suddenly a decade ago from brain cancer at age eight and a half years old.

To launch National Hug Your Kids Day, Clear Channel Outdoor has donated excess space on their digital billboards that read "Hug Your Kids Today" in Orlando, Los Angeles, Chicago, Las Vegas, Phoenix, Indianapolis, Albuquerque, Tampa, New Jersey and Reno. There will also be announcements on six Major League Baseball Jumbotron. In addition, she has created YouTube videos, a handbook, and special events in several cities, including "The Biggest Little Hug" in Reno and the "One-Minute Hug" in Red Bluff, California. The project even has a custom dance and song.

"Hugging your kids is a privilege," says Nichols, now a full-time, cutting-edge thinker, author and speaker on work-life balance. "Balancing your livelihood and your life is impossible - and illogical. Your job is replaceable; your children are not. Since they're not of equal value, why would you want to balance them?" she challenges audiences across America.

"Hugs are free, fast - and non-fattening!" Nichols writes in the handbook, Hug Your Kids Today! 5 Key Lessons for Every Working Parent. Nichols also shares five lessons she learned on her journey back "from Hell to happiness." The book is available at [www.Amazon.com](http://www.Amazon.com) and [www.HugYourKidsToday.com](http://www.HugYourKidsToday.com)

Her message of hugging is targeted at working mothers and fathers. Instead of work-life balance, Nichols recommends parents prioritize and put "family first and work a close second."

"Let's face it," she explains. "Most of us have to work. But if we'll stop and hug our kids before we run out the door, we'll have less stress, worry and guilt all day long, which gives us better focus and productivity at work - and we're happier. The bonus comes when we realize our kids get the same great results. After we hug them, they also can focus better at school or daycare, and they're happier too. Our employers and schools also benefit from this increased productivity. Everybody wins."

For more information, Michelle Nichols can be contacted toll-free (877) 352-9684 or (775) 303-8201 direct. Her email is [hugs@hugyourkidstoday.com](mailto:hugs@hugyourkidstoday.com) and her website is [www.HugYourKidsToday.com](http://www.HugYourKidsToday.com)

**About Hug Your Kids LLC**

National Hug Your Kids Day is July 21, 2008. For more information on the Hug Your Kids Today project, to inquire about booking Michelle Nichols to speak, or to order "Hug Your Kids Today! 5 Key Lessons for Every Working Parent," please contact us toll-free at (877) 352-9684 or <http://www.HugYourKidsToday.com>.