

**FOR IMMEDIATE RELEASE**

***The Junior League of Oakland-East Bay, Inc.  
Teams with TravelMuse, Inc.***

***Online Program Enables Visitors to Make an Impact while Planning Their Travels!***

**LAFAYETTE, CA. – October 17, 2008** – Planning a trip is not only easier, but with a few clicks will also make a difference in the lives of those served by the Junior League in both Alameda and Contra Costa Counties. The [Junior League of Oakland-East Bay, Inc.](#) (JLOEB) today announced a new partnership with TravelMuse, Inc., creators of [TravelMuse.com](#) — the online destination for finding inspiration, planning trips and booking travel. Starting today and running through November 30, the team at TravelMuse will donate \$1 per each League-generated visitor who signs up and starts planning a trip using the [TravelMuse Planner](#)—a centralized place to collect, organize and share travel research. There is no cost to participate and no obligation to book a trip. *(Total donation capped at \$1,000).*

Whether you're looking for destination ideas on where to take your next family vacation, meeting other League members at the 2009 AJLI Convention, organizing a girls' getaway, or embarking on a romantic trip for two, TravelMuse.com now makes the entire process easy for anyone to plan a trip. TravelMuse.com is also the JLOEB 2008-2009 exclusive travel partner and a silver-level sponsor of the [Fifth Annual Artful Living Home Tour](#), November 7-8, 2008, in Alamo and Diablo, California.

“Oftentimes, all it takes is a simple action to result in something truly impactful,” said Tricia Stenger, President, JLOEB 2008-2009. “The League produces tangible benefits for children and their families throughout the Bay Area, and I am ecstatic that our philanthropic efforts through TravelMuse will further expand our combined impact in the community.”

“Effecting change is one of our core values, and we believe companies should not only invest in their employees and partners, but in the community at large,” said Fiona Ashley, Director of Marketing, TravelMuse, Inc. “The Junior League is well-known for building better communities, and we are thrilled to work with them on this program to further inspire others to make a difference.”

**Start Planning Today!**

Follow these simple steps to make a difference.

1. Visit the JLOEB Home page (<http://jloeb.org>) to begin.
2. Register for TravelMuse – again there is no cost to participate and all are welcome.
3. Once registered, you'll be directed to the TravelMuse Planner where you can plan a trip by clicking on the “Create Trips” button in the MyTrips area on the Planner.
4. Invite friends and family to join in on the planning—and raise additional funds for JLOEB—by clicking on the “Invite Friends and Family.”

Unlike other online trip planners, the TravelMuse Planner allows travelers to manage all their travel information in one place and share travel research and itineraries with one another. No more e-mailing itineraries and trip information back and forth!

The Planner:

- acts as your personalized Netflix queue for trips you are actively planning and those you want to take someday;
- allows you to plan trips together with friends and family—and leverage/use trip information from others in your social network who are planning or have taken similar trips;
- enables you to combine information found on TravelMuse with other travel research found anywhere on the Web and store it all within specific trips in the TravelMuse Planner; and
- makes it simple to share planning activities and itineraries in one consolidated master plan—allowing everyone to have input and access to itineraries and trip suggestions.

### **About TravelMuse, Inc.**

Headquartered in Los Altos, Calif., [TravelMuse.com](http://TravelMuse.com) is the online destination for finding inspiration, planning trips and booking travel. Visitors can peruse weekly articles written by seasoned writers, use the industry's first [Inspiration Finder™](#) to discover destinations, create trip plans via the [TravelMuse Planner](#), and make air, hotel, car, cruise and package reservations through a comprehensive booking engine. (Reservations made on TravelMuse.com are powered by World Choice Travel, a division of Travelocity.com LP, a Sabre Holdings company.) The company has raised more than \$3 million in funding from Azure Capital Partners and California Technology Ventures.

### **JLOEB - Women Building Better Communities**

Founded in 1935, the Junior League of Oakland-East Bay, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The JLOEB offers

women the opportunity to implement change in the community in three major ways: projects, grants, and outreach. Its purpose is exclusively educational and charitable. To learn more, support League projects and/or become a member, please visit <http://www.jloeb.org>.

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