

FOR IMMEDIATE RELEASE

Media Contact: Judith Horton
(714) 529-1010/(866) 395-9679 (toll free)
JudithHorton@mylifelogbook.com

Hollister Publishing Announces the Launch of My Life Log A Personal Medical Health Journal

FULLERTON, CA – <August, 2008> – Hollister Publishing today announced the product release of a personal medical history and health journal, *My Life Log*. Designed to assist individuals in tracking their health and medical information, this handsome book bound in bonded leather will encourage patients to participate in their own health care, help physicians to save time in identifying genetically inheritable diseases, and hopefully help to reduce the number of deaths each year from medical mistakes.

“I realized when I was being a healthcare advocate for my parents in their final years that there really was a need for such a product and to my knowledge, none existed,” said Hollister founder Judith Horton. “I wondered how many of the estimated 100,000 preventable deaths that occur each year in hospitals could be avoided if patients could provide a personal medical diary?” This would allow physicians to see what a family’s health history looks like. With thousands of inheritable diseases and conditions, a doctor may see an unlikely disease mentioned in the family history that should be considered.”

Well-researched and organized, *My Life Log* is ideal to start at birth and continue throughout a lifetime. It includes important information about what to expect as a hospital patient and what to do in case of a medical emergency while traveling abroad.

“We need to see ourselves as partners in our health care. Being proactive and having medical information available in times of emergency may even make the difference between life and death.” Passing *My Life Log* on to the next generation will give them insight into potential future health risks.

In addition to the gilded-edged book, matching blank companion Journal, and Emergency Medical Information Cards, www.mylifelogbook.com provides free forms, and a downloadable version of *My Life Log*.

About Hollister Publishing

Hollister Publishing is a boutique medical journal publisher based in Fullerton, California. The company is led by Judith Horton, a former teacher, who recognized the need for a complete and organized way to keep personal medical information available in the event of medical emergencies and to educate other family members about potential health challenges that may run in their family. Hollister Publishing encourages individuals to participate in their own health care, with potentially life-saving results.

My Life Log is currently available for purchase through www.mylifelogbook.com.

#