

For Immediate Release

Contact: Dan Messinger, 707-477-6234, Dan@holycrapway.com; www.holycrapway.com

Modern Spirituality Meets Modern Technology in Revolutionary Multimedia Book, "Holy Crap"

Author and musician Dan Messinger leads readers onto a new path, one that welcomes the hassles and distractions of everyday life as valuable lessons for spiritual growth, and uses multimedia - including a book, music, audio meditations, and a Web community - to revolutionize spirituality.

Holy Crap is a revolutionary spiritual program that supports people of all faiths in using everyday hassles as opportunities for spiritual growth. With humor and stories of his own struggles as a father, husband and corporate VP, Dan Messinger both entertains and enlightens in his new multimedia book, *Holy Crap: Spirituality within the Muck of Everyday Life*.

In addition to Messinger's book, *Holy Crap* offers a multimedia, 360° wrap-around collection of spiritual tools that work together to transform the crap of everyday hassles into spiritual growth. His Website, holycrapway.com, is becoming a meeting place for spiritual seekers. It includes free, full-length audio streaming of his meditation~visualization CD. Messinger is also a singer, songwriter and saxophonist who provides exploding, melodious songs from the heart, with positive and spiritual lyrics, in *Wide Awake: Songs from Holy Crap*, an inspirational, classic-rock music CD. (Recommended tracks: "It's Alright, Little Bear", and "Everybody Needs to Feel Their Bottom")

"Modern spirituality can be enhanced by modern technology," says Dan Messinger. Smartphones, eReaders and RSS feeds, which relay *Holy Crap* tools and spiritual encouragement throughout the day, offer real-time support *right within the muck of everyday life*. It's like having a spiritual ally right there with you in the most challenging of times.

Dan Messinger has been transforming "crap" into the "holy" in every corner of his life for twenty-five years. He doesn't just seek truth, he attempts to integrate universal spiritual principles into his every interaction and circumstance. His hunger for meaning led him to pursue his undergraduate and graduate degrees in Religion at Vassar and University of California at Santa Barbara respectively.

"Spiritual growth does not come easily," says Dan Messinger. He struggles with it still, and that makes the stories he relates in *Holy Crap: Spirituality within the Muck of Everyday Life* that much more compelling. He includes his personal tales of being a dad to a ten-year-old son, and – with his *Holy Crap* soundtrack – provides poetic song lyrics which poignantly capture both the miracle of everyday life and the struggles of the human condition. "Spirituality is just within reach, and it can be a part of every day," Messinger says. He shows how it's done.

Ultimately, it's Messinger's respect for all faiths and all paths, clearly evident throughout this unique spiritual multimedia collection, that leaves the reader feeling deeply supported wherever they are on their spiritual journey.

Holy Crap: Spirituality within the Muck of Everyday Life is available on holycrapway.com, as well as on Amazon, Barnes & Noble and online retailers. Published by Lucky Bat Books, *Holy Crap* can be purchased in print and ebook formats. Dan Messinger's music and mediation CD's, *Wide Awake: Songs from Holy Crap* and *Meditations & Visualizations from Holy Crap* are available on holycrapway.com as well as on iTunes, Amazon and CDBaby.

For more information, please contact Dan Messinger at 707-477-6234 or via email at dan@holycrapway.com. Visit the *Holy Crap* website at www.holycrapway.com.