



# News Release

## Handling Recession Hardships, Women do it Differently

2008 was an epic year as millions of women were caught off guard in a global recession that swept away their homes, careers, investments, family structures, hopes and more. But it doesn't end there.

**Toronto, Ontario, Canada (January 6, 2009)** - Equally destructive will be the aftermath that follows them into 2009 as each one of these unique people face the loneliness, stress, anger and frustration of rebuilding what took a lifetime of sacrifice and determination to create.

"Women need different outlets and support systems when these things happen," say Vivian Ip founder [www.believeanditwillbe.com](http://www.believeanditwillbe.com), a personal story sharing site. Since launching the site in 2008 she's observed how essential it is for women to express their experience and read other women's stories as part of their healing process for moving past wounds and nightmare-like tragedies.

It is in these moments of vulnerability that healing, caring and rebirth are found as 'her-story' is told. Fortunately technology and the advances of online communities make it possible for countless strangers on a parallel journey to connect to each other.

Believeanditwillbe.com launched in the spring of 2008 before the term "global recession" was in the headlines. Its vision is to help everyday people share their personal stories about how they attracted changes in life akin to the best seller *The Secret*. What was learned along the way is that readers want to relate to each others' challenges and empathize with their struggles and victories.

"Women thrive on connecting during times of hardship, typically with other women, in order to move past a challenge or crisis and create a life they want. A growing number of people have found Believe and It Will Be ([www.believeanditwillbe.com](http://www.believeanditwillbe.com)) to be a unique place for connecting with inspiring and heartwarming stories. It is in this community they realize that what they feel is 'natural', 'good things do happen,' and 'they are not alone' in their plights or celebrations," says Vivian Ip, Cofounder of Believe and It Will Be Inc.

### About Believe and It Will Be Inc.

[www.believeanditwillbe.com](http://www.believeanditwillbe.com) is owned by Believe and It Will Be Inc. Established in 2008, the site was created as a community for everyday people to tell their stories about how they have put into practice what top selling authors say is possible. The categories featured on the site include health, wealth, happiness, careers and relationships. Believe and It Will Be Inc. was founded by Vivian Ip, a Canadian media research executive who has worked for Rogers Media (consumer magazine division), Sun Media (newspaper division) and Canoe.ca (Quebecor Media's internet division).

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