

# Rediscovering Life's Simple Moments

(NAPSA)—Americans are increasingly searching for those moments in life that define what truly matters, and for more than 90 percent of Americans, that means more of life's simple moments, according to a recent survey conducted by Land O'Lakes.

"The problem is, most people don't know where to begin to have these moments," says Janet Luhrs, author of the best-selling *The Simple Living Guide*, who has been living the simple life since 1992 when she quit her job as an attorney and began preaching what she practices. "I was the same way. When I first decided to make changes in my own life, I thought it had to be dramatic. I actually took a class in log cabin building, but I learned instead that it's the simple moments that matter, and I can have them just by walking into my own kitchen and cooking dinner with my children."

Land O'Lakes has teamed up with Luhrs to help people rediscover, create, share and collect more of life's simple moments—the ones we already have and the ones we can easily create. Land O'Lakes also has developed a free Life's Simple Moments brochure offering recipes, tips and inspiration for having more of life's simple moments.

"Once people stop and focus on a single moment, they will recognize how easy it is to have such a moment and make time to have more of them," Luhrs says.

To encourage people to take that first step, Land O'Lakes has created a giant 50-page Life's Simple Moments scrapbook and is inviting people from across the country to think about a special moment in their lives and send in items that represent that moment.

"This scrapbook will be like an inspirational time capsule—filled with real life representations of life's simple moments," Luhrs says. "We want people to be creative and send us something that makes their simple moments come



**A new program is helping people rediscover, create and share more of life's simple moments.**

to life—favorite recipes, letters, photos, playbills—anything that says, 'this is my moment.'"

For every submission, Land O'Lakes will make a \$5 donation, up to \$25,000, to America's Second Harvest, the nation's largest hunger-relief charity, to help feed the nine million children it serves each year.

Items should be sent to Land O'Lakes Life's Simple Moments Scrapbook, P.O. Box 580609, Minneapolis, MN 55458-0609. Submissions must include a name, address and phone number or be accompanied by a submission form available at [www.landolakes.com](http://www.landolakes.com). Submissions will not be returned and may be shared with others through public relations efforts surrounding the scrapbook.

For more information, people can visit the Land O'Lakes Web site where they'll also find monthly newsletters, new recipes, labels for homemade foods, e-cards with inspirational quotes and many more ideas for creating more of life's simple moments. For a free Life's Simple Moments brochure, consumers can call 1-800-782-9602 or visit [www.landolakes.com](http://www.landolakes.com).