



FOR IMMEDIATE RELEASE

Marriage Therapist and Wife to Celebrate their 20th Anniversary All Year Long

American Fork, Utah — February 14, 2012 — Marriage and family therapist Jonathan Sherman and his wife, Kara, were “just married... 20 years ago today.” They plan on celebrating this anniversary all year long. Sherman says, “I was thinking about how businesses celebrate their landmark anniversaries of being in business for 10, 20 or 50 years throughout the year with announcements and specials. Well, marriage and family is more important than any business. My wife and I decided instead of celebrating our anniversary for just one day out of the year that we’re going to make our 20th Anniversary a Year-Long Celebration and stretch it out throughout 2012 with various big and small celebrations, activities and parties.”

You can follow their year-long celebration at MarriageEnvy.com/20years.

Sherman has taught the importance of courting one’s spouse throughout the year and not just on special occasions. To illustrate his point publicly he created two blogs under the heading of Valentine’s All Year for his wife’s and his 18th anniversary: The 52 Love Songs Project and The 365 Love Quotes Project. He calls it a “glimpse into one man’s ongoing love affair with his wife”.

Every week or every day that year, depending on the blog, he posts popular love songs with audio and/or video, lyrics, quotes, a love note to his wife, and commentary on the relationship principle related to that particular song or quote.

While his approach with his wife is quite involved he makes it clear that Valentine’s All Year does not have to be complicated nor over the top. “It doesn’t even have to involve things,” Sherman says. “It is more of a mindset: ‘Am I communicating, on a regular and consistent basis, to my partner in some meaningful way that I love her or him?’”

For example, sending an “I care” message could be simply responding immediately to a request to take out the trash when asked instead of putting it off or forgetting. It could be stopping to make a quick call just to say hi. Or, it could be a brief text that says, “Thinking about you.” It does not need to be much. However, Sherman says relationships do need regular, consistent and frequent infusions of emotional connectivity.

When asked if he ever catches any heat from other men because of his message to “step it up” in their relationships Sherman laughed knowingly and replied, “Yes. Often.” He related that a friend of his once complained to him saying, “C’mon man, you’re making me look bad here.” Sherman’s response? “No. You’re making yourself look bad. I’m making myself look good.”

—p. 1 of 2—

jonathan sherman

RELATIONSHIP STRATEGIST (licensed marriage and family therapist) & SPEAKER
MARRIAGE TRANSFORMATION | PARENT TRAINING | SELF-MASTERY
801.787.8014 | jonathan@MarriageEnvy.com



The reason most people tend to be passive in regards to their relationships he says is, "because of one pervasive and convincing myth: 'If we love each other enough it will all work out.' That's like telling the local high school football team who wants to take state that they don't need to practice, drill or study the playbook—'you guys just have to want it bad enough'."

Sherman further stated, "Relationships will no longer tolerate sloppiness. The social supports that used to hold together 'so-so' marriages just aren't there anymore. The upside to this is that people are taking a much more proactive role in creating relationship greatness. They must if they are to have the elusive and coveted affair-proof and divorce-proof marriage." It is important to have positive relationship models and examples. Sherman explains, "Whether it's in business or sports we all study the best, learn from them and emulate them so we can succeed as well or better. Why not do the same for relationships and marriages?"

Sherman has been asked why he is so public with his love for his wife and for their marriage. "The Relationship Disasters are daily proclaimed 'loud and proud' from every media tabloid outlet without shame or apology. Unfortunately, that is the relationship model most see and quite frankly it stinks. It's high time The Relationship Masters get seen and heard to offer the world an alternative to the relationship statistics that seem to only predict doom and gloom: high divorce rates, unhappiness, chronic stress and related sickness, high conflict and violence." He contends that being vocal and visible about great relationships is one way to turn around these numbers.

Sherman's 20 Year Year Long Anniversary Celebration and both of the Valentine's All Year blogs can be found on www.MarriageEnvy.com as well as examples of many other great marriages he calls The Great Relationship Masters. He encourages all to visit the site, take a peek, stop taking the path of least resistance, and find ways to infuse their own relationships with greatness on a daily basis this year.

Jonathan Sherman is a pioneer in helping individuals, couples and families create truly phenomenal relationships through his three-fold approach of 1. Marriage Transformation, 2. Parent Training and 3. Self-Mastery. He speaks on these and related topics nationally and coaches clients internationally in person, by phone and internet video. To find out more, please visit www.MarriageEnvy.com

Contact:

Jonathan D. Sherman, LMFT
jonathan@MarriageEnvy.com
125 East Main Street, Suite 210
American Fork, UT 84003
801.787.8014

###

(854 words)

p. 2 of 2—

jonathan sherman

RELATIONSHIP STRATEGIST (licensed marriage and family therapist) & SPEAKER
MARRIAGE TRANSFORMATION | PARENT TRAINING | SELF-MASTERY
801.787.8014 | jonathan@MarriageEnvy.com