



## Take Time for Yourself

### Recharge and Feel Refreshed

Summer is one of the busiest seasons of the year. With the kids out of school and most towns and cities being virtually empty as people head off for their vacations, this can be the perfect time to relax and unwind. Even though it is a great time to catch up and get ahead on personal or professional goals, it is still important to take time for yourself.

One thing my family and I enjoy doing to unwind from our busy summer schedules is head over to the town's pool. Whenever the pool opens up for the season, I can tell how much happier everyone is to have that back on the agenda.

Luckily for us, it's right around the corner from where we live! So, after a long day of work, summer camp, and kid activities, we will head over there and spend an afternoon or evening swimming and spending quality time together as a family.

For me, reading is the best way for me to relax and unwind. At the end of every day, I enjoy reading for 15–20 minutes before I go to bed. I usually stick with something light, like fiction, because I have found that if I read something business-related or a little too intense, I can never quite fall asleep. But reading is the best way for me to unwind and helps drop me into a quiet state of relaxation.

During the week, we also receive newspapers delivered to our house, but unfortunately, I don't usually have the time to read them. But on the weekends — typically Saturday and Sunday mornings — we'll have these giant stacks of paper, and my wife and I try to sit down and go through them all. With the sun shining through the windows and a nice cup of coffee, it makes for a quiet, relaxing weekend morning.

I think one of the main reasons I enjoy reading the papers in the mornings is because it takes me back to when I first started out in New York. Every morning on the way to work, I'd read the

**“Whether you spend your free time with family and friends, play sports, or read a good book, the more time you take for yourself, the more refreshed you will feel.”**



papers on the subway into the office, and before we had our kids, our Sunday mornings were filled with stacks of papers in our apartment. My wife and I wouldn't do anything else before noon but sit around and read together, so now it just brings us back to those carefree, pre-digital times.

When I'm not reading — and since I'm still a New Yorker at heart — I like to put the Yankees game on the radio. There's just something about hearing baseball in the background that is so soothing. Do you know how some kids like to listen to white noise while they nap? Well, the Yankees baseball game is my white noise, and it's perfect for when I'm working around the house or playing outside with the kids. I could even listen to it while I'm napping.

Whether you spend your free time with family and friends, play sports, or read a good book, the more time you take for yourself, the more refreshed you will feel.

When life gets busy or hectic, it's important to take that time to recharge so you're able to come back and be ready to take on the next task.

*- Andrew M. Ayers*

# Breaking the Busy-Bored Cycle

## 3 Strategies You Can Use Right Now

It's a common problem: People spend most of their days feeling too busy, only to feel bored during their free time. So how can you break the habit of scrolling through your phone and watching TV and make the most of the little time you have for yourself? Let's talk about ways to break the cycle of boredom and busyness thus creating a more fulfilling life.

### 1. Plan ahead.

Schedule your days and weeks for an even workload to ensure your day doesn't have huge gaps or work overflow. For example, if you have a large project, you can divide it into smaller tasks to keep yourself busy, yet not overwhelmed, throughout the week. You can also plan fun activities each day. This will help fight boredom and give you something to look forward to when you're at work or while completing daily tasks.

### 2. Prioritize tasks.

If you have trouble managing projects to the point where you feel you don't have enough time, begin prioritizing specific tasks. It's essential to complete the highest priority tasks



so you won't be up late in the day trying to finish something important. If you plan ahead, you can number your tasks from most important to least. This will help ensure high-priority tasks are completed on schedule.

### 3. Be curious.

One way to mute boredom and implement more creativity is by setting daily learning goals. These goals can be anything you want! Setting small goals and accomplishments will keep you curious, motivated, and focused. They also give you something to look forward to each day. Ask yourself what you want to learn today. Do you want to learn about a new culture? A language? If there is something you've always wanted to know, now is the time to put your thinking cap on!

Boredom and busyness derive from the same source — there is a lack of quality in how you focus your attention. Luckily, the same strategies apply to both boredom and busyness. These tips will help you create a balanced mindset and allow you to push through your day without feeling overwhelmed or uninspired.

# Understanding the Streisand Effect

## *Don't Throw a Fit*

If you want to avoid getting unwanted attention in a situation, it's best to not make a big deal out of it. But if you're an international superstar, like Barbra Streisand, a seemingly small reaction can become much more than intended.

### The Streisand Effect

The Streisand Effect is a phenomenon that occurs where an act of suppressing information can make the information more widespread.

In 2003, photographer Kenneth Adelman of California Coastal Records Project took an aerial photograph of Barbra Streisand's Malibu estate. Adelman was documenting California's coast for a project that would provide over 12,000 photos for researchers and scientists to study coastal erosion. But at the time, Streisand believed the photos explicitly showed people how to gain access to her private residence, so she sued Adelman for \$50 million.

The photo of Streisand's residence was originally seen a total of six times — twice by her lawyers. Her outburst brought in news outlets who reported her outrage, and in turn, the photo of her residence got blasted everywhere. Not only did she do the exact opposite of what she wanted, but she also lost the lawsuit and had to cover all of Adelman's legal fees.

### Examples of the Streisand Effect

During the 2013 Super Bowl, Beyonce executed an energetic show and BuzzFeed posted photos of the "Fiercest Moments" from her performance. Beyonce's publicist asked BuzzFeed to remove some of the unflattering photos, and instead, they created a new post titled, "The Unflattering Photos Beyonce's Publicist Doesn't Want You To See."

Ralph Lauren has fallen victim to the Streisand Effect. An image of a horribly photoshopped model was posted on two blogs: Photoshop Disasters and Boing Boing. Ralph Lauren caught wind of this and took action by sending cease-and-desist letters to the blogs, claiming that it was a violation of copyright law and should be removed. But the image fell under fair use, which allows usage for news and commentaries. Ralph Lauren apologized for the distorted ad but still received backlash.

The best way to counter the Streisand Effect is to avoid aggressive tactics when faced with negative information and think carefully and calculatingly in your response. So, if we learned anything from Barbra Streisand, don't throw a fit if something doesn't turn out the way you want it to.

# TAKE A *BREAK*



International Geocaching Day takes place on the third Saturday of the month of August. It's a chance to experience an adventure-filled day that will get you out of the house and into nature. People of all ages gather to commemorate the placement and discovery of geocaches across the world, and there's no telling what kind of surprise you might discover if you participate!

## What is geocaching?

Geocaching is basically a high-tech version of a treasure or scavenger hunt. It is inspired by the older treasure hunt called letterbox, where you plant clues in various locations that lead to the letterbox. For geocaching nowadays, you use a GPS to track down caches. These are typically waterproof containers — and inside there is a logbook for you to sign. These caches can be filled with trinkets such as coins, pins, or even miniature figurines, but if you take anything, be sure that you replace it with something else. It doesn't have to be anything expensive, just a token of sorts for someone else to discover.

## It's time to get started.

To begin your geocaching journey, first visit [Geocaching.com](http://Geocaching.com) and sign up for a new account. From this, you will be able to create a unique geocacher name that people in the geocache community can call you by! This will also come in handy when you sign the logbook.

You can also download the Geocaching app to your smartphone and use it as a GPS receiver. Once you open the map on your phone, it will show a map of your location with bubble icons to see all the geocaches near you. There will be an arrow icon that you can click on that will find the specific geocache you are searching for. It will then open a compass that shows you which direction to go in and how many feet you are away from the final location.

This treasure hunt brings an entire community together from all around the world. It encourages people to challenge themselves and get outside. The act of hiding and finding a geocache is thrilling, and you never know what you might find next.



## TASTY BRUSCHETTA CHICKEN

### Ingredients

- 4 boneless and skinless chicken breasts, pounded to even thickness
- 4 tbsp olive oil
- 2 tbsp lemon juice, divided
- 1/4 tsp pepper
- 1 tsp Italian seasoning
- 3 tomatoes, chopped
- 2 cloves garlic, minced
- 1 tbsp fresh basil, chopped
- Salt and pepper, to taste
- 4 slices mozzarella cheese
- Parmesan cheese, grated

### Directions

1. Add chicken to a large resealable bag.
2. In a small bowl, combine olive oil, 1 tbsp lemon juice, pepper, and Italian seasoning. Pour over chicken and seal. Refrigerate for 30 minutes.
3. Turn a grill to medium-high heat and add the chicken. Discard the marinade. Grill chicken 5–7 minutes per side or until fully cooked.
4. Combine the remaining lemon juice, tomatoes, garlic, and basil. Add salt and pepper, to taste.
5. Before taking the chicken off the grill, top each breast with a slice of mozzarella cheese. Cover and cook 2–3 minutes, then serve topped with the tomato mixture and grated Parmesan cheese.

*Inspired by Delish.com*



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## Helping Bring People Together

### *One Lawn at a Time*

Today, there is a divide between younger and older generations, but one man is trying to bridge that gap by encouraging boys and girls to give back to their community.

In 2016, Rodney A. Smith Jr. saw an elderly man struggling to mow his lawn and decided to finish the job for him. It inspired him to start a movement for children aged 7–17 to give back to their communities by taking on the 50-yard challenge. Kids contribute by mowing lawns for single parents, veterans, seniors, and people who have disabilities. Once they reach their goal, kids will receive T-shirts, a brand-new mower, a weed eater, and a leaf blower. Smith Jr. will also come out to your community and help you with your lawn care services.



At first, the 50-yard challenge took place locally in Alabama. But in the last few years, kids across the U.S. have begun participating. “Right now, we have over 2,400 kids nationwide taking part in our challenge. We also have kids in eight other countries taking part as well,” Smith Jr. says.

This challenge teaches children the value of giving back to their communities, but it also encourages them to learn skills in lawn service — which not a lot of young adults know how to do. It also helps them interact with others who they wouldn’t typically talk with. “[Unity and interaction] is important in this day and age. A lot of elderly people are stuck at home, and they don’t get to have a lot of human interaction. So when kids come by, they can talk, get to know each other, and build relationships. They can learn things from each other,” Smith Jr. says.

Are you and your kids up for the 50-yard challenge? Send a picture of your child holding a sign that says, “I Accept The 50 Yard Challenge” to [WeAreRaisingMen.com/The-50-Yard-Challenge](#) to join. If you’re looking for someone to tend to your yard, you can use the form on [WeAreRaisingMen.com/Find-A-Mower](#) to search for kids who are mowing lawns in your area.