



EDITOR IN CHIEF

During the boom years of 1992 through 1997, **J. Carol Pereyra** served as general manager for The Learning Annex, the renowned purveyor of adult classes, seminars, lectures and workshops. During her stewardship the company held over 250 monthly self-help seminars in New York and Washington D.C., featuring the hottest, best-selling, self-help authors, movers and shakers of the time such as John Bradshaw, Deepak Chopra and Wayne Dyer. Her vision, hard-work and enthusiasm helped create a household brand that encouraged so many to expand their interests and passions in both personal and professional realms. When, in 1997, the Learning Annex was sold back to its original owner, Pereyra decided to pursue her love of publishing and of self-help, which was stoked during her Learning Annex tenure.

Her move to the publishing industry was a logical one, having learned the ropes as vice president/comptroller of News Communication, a New York-based newspaper group that captured New York City's local life from the west side of Manhattan to the Hamptons in such publications as *Westside Spirit*, *The Queens Tribune* and *Dan's Papers*. And Pereyra's passion for self-help, while encouraged at The Learning Annex, is simply part of her DNA. Pereyra, often asked if her formal training is in psychology, answers, "Only if you count reading nearly every self-help book ever written." As she pursued her life-long love of self-help and her natural curiosity about human behavior, *Going Bonkers* began to take shape. One particular aspect of human nature Pereyra believes can bring health and well-being, and which she has studied in great detail, is our sense of humor. Pereyra says, "I really believe that the sound of laughter is far more contagious than any cough, snuffle or sneeze; it relaxes the body and reduces stress. A study done at the University of Maryland Medical Center suggests that a good sense of humor and the ability to laugh at stressful situations helps mitigate the damaging physical effects of distressing emotions."

Pereyra publishes *Going Bonkers* with the efforts of talented writers who are Ph.D.s in psychology and other fields, M.D.s, licensed therapists, and other professionals. All have extensive expertise in their fields and have dedicated their professional lives to the promotion of self-improvement and self-help. With insights and equanimity they help us see the lighter, often solvable, side of our travails.

SELECTED CONTRIBUTORS

From licensed sex therapist to professional organizer to anxiety disorder specialist, *Going Bonkers'* contributors have the breadth, depth and credentials to offer the magazine's readers salient advice that is trustworthy without being overbearing. Whether a reader wants advice on handling an aging parent, an empty nest, a shopaholic spouse or a fear of medical procedures, *Going Bonkers* provides the expert who can address the issue.

Going Bonkers?

The Self-Help Magazine with a Sense of Humor

Going Bonkers features over 25 articles in each issue, written by best-selling authors, Doctors or Experts in their field.

Including best-selling authors:

- ▲ **Anthony (Tony) Robbins**
- ▲ **Jorge Cruise**
- ▲ **Louise Hay**
- ▲ **Marianne Williamson**
- ▲ **Dr. Deepak Chopra**
- ▲ **Caroline Myss**
- ▲ **Cheryl Richardson**
- ▲ **Dr. Wayne Dyer**

SELECTED ILLUSTRATORS

Jokes, cartoons and illustrated characters are an integral and beloved part of Going Bonkers.

Long-time King Features syndicated cartoonist, **Randy Glasbergen** creates the trademark cartoons that keep tone of the magazine light and inspiring. www.glasbergen.com

The renowned Argentinean artist **Pablo Santin** provides illustrations. His humorous drawings bring a smile to even the most hard-bitten sourpuss. www.santinarte.com.ar

The work of American Illustrator Dennis Cox is featured on most pages throughout each issue. His delightful illustrations are paired perfectly with each article. www.djart.com

www.GBonkers.com

Going Bonkers Magazine

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