

PRESS RELEASE
For Immediate Release

Struggling With Those 2008 Resolutions? DailyStrength's "Goals" Program Makes Them Stick

Leading destination for online support groups helps people stick to their goals through a free online tool that focuses on encouragement and community support

Los Angeles, CA (January 16, 2008) -- Millions of people have proclaimed their resolutions for the new year and have likely started off strong, hitting the gym, eating more healthfully and staying away from alcohol, to name a few. Statistics show, however, that of those who set a New Year's resolution at least 50% abandon it by the end of January and up to 90% by the end of March. There's now a better way to stick with and reach one's goals: DailyStrength, the Internet's fastest growing health-focused social network, has unveiled its new Goals feature. "Goals" provides members with measurement and tracking tools to keep them focused, and harnesses the power of [online support groups](#) to keep them on the right path.

Free and available now on DailyStrength, the Goals feature is fun and easy to use, whether one's desire is to lose weight, nurture a relationship, stay sober, or simply cut out soda. The Goals interface walks each member through the process, providing options for receiving e-mail encouragement from friends, for tracking progress, for setting start and end dates, and for adding a badge to a MySpace page or blog. Goals can be made private or public, viewable only to one's DailyStrength friends, or viewable to all. When members input their goals, they are connected to others with similar goals, and encouraged to chat with and support one another.

Goals is already a hit with DailyStrength's members: just three weeks since it became available on the site, 10,180 goals have been set by nearly 7,000 members, with more than 7,600 "encouragement" e-mails sent to the goal-setters. To see some goals in action, visit the [Depression Forum](#) or the [Alcoholism Forum](#) and click on "goals" in the upper right corner.

"I am very excited about our DailyStrength Goals feature," said Cyndi Sarnoff-Ross, a licensed psychotherapist and DailyStrength Advisory Board member. "Setting goals that you can see and track is an extremely effective way of achieving them. In my private practice, I routinely set goals with my clients and check in regularly to keep them on track. Having others bear witness to your progress, offer support and encouragement, and share their own experience with you helps to motivate individuals to stick to their program. DailyStrength's Goals offers a supportive and positive venue for members to achieve the goals they have set for themselves."

Helping over 400,000 users every month in more than 600 Community [Support Groups](#), DailyStrength has become the "go to" destination for people facing health and life issues. Beyond support and encouragement, DailyStrength offers detailed information on more than 3,000 different treatments, so users can find and talk with others about their real-world experience using the same therapies. This valuable information can help a patient make more informed decisions when considering treatment options. DailyStrength also offers live news feeds tailored to each community, so members can read relevant news about their topics of concern as it happens.

About DailyStrength

DailyStrength offers hundreds of free [online support groups](#) for people seeking information, advice, and inspiration from others facing similar challenges, be it depression, divorce, grief, weight loss, breast cancer, parenting, HIV, or hundreds of other issues. Community members share experiences with thousands of treatments, recommend doctors, explore local support resources, post photos and videos, maintain wellness journals and send each other virtual hugs. In the words of one depression support group member, "This is what the Internet should be used for. A real global community, supporting and caring for our fellow beings. Absolutely inspired and inspiring."

DailyStrength is headquartered in Los Angeles and is backed by Redpoint Ventures.

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MEDIA CONTACT: media@dailystrength.org