



Diane C. Lund, President



“Enlightening Ideas  
that work, delight  
and inform.”

**Creative Wonders** is a bright light in the world of communication. We specialize in full service communication for businesses interested in balanced, enlightened living. Our unique spirit goes beyond the bottom line, straight to the heart of business.

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# ADventures

## Mahalo from Diane

After a hard-earned Hawaiian escape, Diane arrived back at the office bronzed and blissfully relaxed — for about 30 seconds. She is once again knee-deep in docket, busy working on plenty of upcoming fall projects. She thanks you for your patience (that’s **Mahalo** in Hawaiian) during her absence, but is back in action if you’d like to touch base.

## Lights, camera, InspireHealth!

**Creative Wonders** and **InspireHealth** have been working away on a promotional video that was recently completed, along with a couple of radio spots. The 8 minute video (and shorter UTube version) takes an up-close and personal look into the lives of several people living with cancer who sought the help of **InspireHealth**. The collage-style video begins by showing a family on a busy weekday morning, hurriedly preparing for the day. The viewer can easily relate to the routine hustle and bustle, but is suddenly asked a big what if: what if today was the day YOU found out you had cancer?

The video then cuts between **InspireHealth** patients as they respond honestly to point-blank questions. **How did you find out? How did you feel? Did anything help? What did you learn?** The responses from the courageous participants are personal, emotional, heart-warming and, most importantly, inspirational.

In part, the video’s purpose is to educate government and other decision-makers about the benefits of integrated healthcare and, in some cases, to overcome scepticism regarding this more progressive approach. To support this objective, the mini-interviews with patients are interspersed with facts about integrated healthcare as it relates to cancer treatment. The convincing facts are based on hard science-research-based findings, statistics and all that math type stuff you just can’t argue with.

The end result is exactly what client and agency were hoping for; a showcase of positive personal experiences balanced with objective, fact-based science. The combination creates a powerful promotional tool for **InspireHealth**, a tool that will no doubt convince, empower and, of course, inspire.

## Forbidden design

**Creative Wonders** was delighted to create the book design for local poetry writer **Angela Hryniuk’s** latest work, “**pearls & forbidden fruit.**” Fifteen years in the making, this piece examines passion, lust and, in her words, “**the naked body that lies beneath the naked body**”. The book design thoughtfully compliments **Nora Patrick’s** original artwork, which adds lusty life to the pages with images of raw love and lovemaking. Descend into the depths of Hryniuk’s poetic messages and you will be rewarded with these insightful pearls of love. Order the book.