

www.FamilyontheLoose.com



Promoting laughter and learning through family travel – around the globe or around the block

Fast Facts:

- Posts written almost exclusively by E. Ashley Steel and Bill Richards, authors of “Family on the Loose: The Art of Traveling with Kids.”
- Online since May 2011
- Approximately 1000 new visitors per month
- Majority of readers from United States and Canada with readership bases in Belgium and Austria as well.
- Approximately 1-2 posts per month at www.familyontheloose.com and 1-2 guest posts or articles on family travel per month.

Latest Projects / Brand Relationships:

- Traveling with Kids editor for WanderingEducators.com
- Writer for Parent Map, Seattle-based parenting magazine, both on-line and in-print versions.
- Regular contributor to MultiCultural Kids, over 140 bloggers dedicated to raising world citizens.
- Published “Family on the Loose: The Art of Traveling with Kids” through Rumble Books in November 2012. Book has 16 5-star reviews on Amazon.
- Contributed via interview to articles on traveling with kids at Mom365.com and Portland’s Metro Parent magazine.
- Participant in HomeSchool.com Summer Freebie Program with 125,000 subscribers.
- Writer for Real Family Travel Magazine, an iPad magazine featuring family travel stories.



Give kids a photo assignment to keep them engaged while waiting for the bus.

—for more family travel tips
www.familyontheloose.com

Social Media Presence:

Ashley and Bill maintain an active social media presence, sharing their posts on www.familyontheloose.com and all other sites via Facebook and Twitter.

- 840 Facebook fans (<https://www.facebook.com/FamilyontheLoose>)
- 620 Twitter followers (@FamilyonLoose)

Accolades:

- Over a dozen positive independent reviews of their book on external websites such as Parenting.com, EuropeanMama, and MotherofallTrips.com. Links to reviews available at <http://www.familyontheloose.com/read-the-book-2/>
- Winner of a National Association of Parenting Publications “Best Parenting Resources” award in 2013.

About Ashley Steel and Bill Richards: In addition to being family travel writers, Bill and Ashley maintain full-time careers.

Bill is a forest ecologist with an MS from the University of Western Washington in Environmental Science specializing in Landscape Ecology. He currently works as a restoration ecologist and has published his work in Conservation Biology, Forest Ecology and Management, and the Natural Areas Journal. Bill grew up around the Great Lakes on both sides of the Canada-US border, and accompanied his parents to over a dozen countries before graduating from high school. A committed adventurer, he has stood atop snow-covered peaks in Nepal, jungle-cover pyramids in Guatemala, and cross-covered Duomos in Italy. He has lived and worked in the United States, Canada, Australia, Thailand, and Austria, and has traveled extensively in North and Central America, Eastern and Western Europe, and West, Southeast, and East Asia. One of his goals is, eventually, to accompany his daughters to Mongolia.

Ashley is a research scientist and science educator. She co-founded Science Inquiry and Research Council (SIRC), a non-profit organization, to improve science education. Her published curriculum, The Truth About Science, has sold over 5,000 copies. Ashley graduated with distinction from Duke University, during which time she lived for five months in Denmark. She has two M.S. degrees and a Ph.D. from the University of Washington in Seattle. She lectures enthusiastically and her research has been published in lots of scientific journals and magazines. She has been lucky enough to enjoy a Luce Fellowship, for one year of work in Southern Thailand, and a Fulbright Fellowship, for teaching and research in Austria.