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TRANSFORMATIVE NEW DOCUMENTARY SEEKS TO UNLOCK YOUR CREATIVE POWERS

"Cracking Your Creativity Code" Offers Powerful and Inspiring Journey Into Creativity

Santa Monica -- A new documentary film seeks to help each person tap into their limitless creative potential. "Cracking Your Creativity Code", a transformative new film, has just been released on DVD, for streaming online and for private screenings.

Following in the conscious cinema mode of "The Secret" or "What the Bleep Do We Know?!", "Cracking Your Creativity Code" takes you on a guided journey designed to awaken your full creative potential. Accompanying you on the journey -- leading experts in the fields of creativity, neuroscience, psychology, meditation and peak performance. The film also offers a companion handbook with exercises for use in deepening your creative powers and in conjunction with creativity workshops.

"Watch it once and become inspired... Watch it twice and become inspiring."

-- Michael Bernard Beckwith, Spiritual Visionary and bestselling author

The release of "Cracking Your Creativity Code" also coincides with World Creativity and Innovation Week (<http://wciw.org/>) which is April 15 through April 21.

Some highlights of “Cracking Your Creativity Code” include:

- **CREATIVITY AS A LIFESTYLE**
The film examines creativity from four perspectives: the rational, emotional, intuitive and spiritual realms. Prominent creativity experts give viewers a veritable “Swiss army knife” to cracking your own personal creativity code, allowing a true connection with your most creative self.
- **CREATIVITY AS AN EDUCATIONAL TOOL**
Rote memorization of facts and dates don’t inspire a lifelong commitment to learning. What if we could find a new way of not only teaching, but learning in an intuitive and creative fashion?
- **CREATIVITY FOR BUSINESS CHALLENGES**
Sometimes even the most productive teams or employees get “blocked”. “Cracking Your Creativity Code” and the CYCC companion handbook includes exercises that are perfect for team building and brainstorming.
- **CREATIVITY FOR ARTISTS**
The film goes behind-the-scenes into the studios of artists working in various mediums as we learn about their own personal creative process – what is it that inspires them to create and what keeps them motivated to see a project through to fruition?
- **CREATIVITY AS A SPIRITUAL/HEALING INSTRUMENT**
“Cracking Your Creativity Code” explores the use of traditional psychotherapy with the integration of mindfulness and meditation to assist viewers achieve mental and emotional healing and open the path for higher creativity.

“Cracking Your Creativity Code” is directed by Santa Monica filmmaker Jim Wooden. The 90-minute film was inspired by Wooden’s concern for creativity and art in today’s culture. A companion handbook is available to assist viewers on their creative journey.

For more information about “Cracking Your Creativity Code”, to view the trailer or to schedule a screening, visit www.crackingyourcreativitycode.com.