

Media Release

FOR IMMEDIATE RELEASE

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New Strategic Alliance Aims to Bring Extended Educational Resources to the Jungian and Depth Psychology Community

September 19, 2012– Jung Platform, Depth Psychology Alliance, and Shrink Rap Radio are joining forces to bring new educational content in the field of Jungian and depth psychology to interested individuals. Everyone intrigued by Jungian and depth psychology should take note of this strategic combination of expert resources delivering online interviews, videos, teleseminars, podcasts, and multi-platform book-related events featuring leading experts and authors in the field.

This unique organizational alliance is focused on providing content to increase knowledge, awareness, and reflective discourse for everyone studying and practicing in the fields of Jungian psychology, depth psychology, ecopsychology, and related fields.

Jung Platform has agreed to kick off the alliance by offering a significant discount of 25% off its existing online audio programs to the entire Depth Psychology Alliance community through September 30, 2012, and will continue to develop strategic content in conjunction with Depth Psychology Alliance and with Dr. David van Nuys, long-time host of Shrink Rap Radio—featuring dedicated authors and speakers who are willing to share their knowledge and expertise with the community at large.

Jung Platform™ (www.jungplatform.com) founded by Machiel Klerk and Rene Kolga, aims to educate a global community about the medicine within the teachings of Carl Jung and other depth-psychological perspectives, offering on-demand lectures which aim to help interested individuals navigate and unlock clues in the journey of life. Machiel is a Licensed Marriage and Family Therapist with almost 15 years of Jungian Psychology expertise, Machiel followed a course at the Jung Institute in Zurich, Switzerland, and has a master's degree from Pacifica Graduate Institute in Santa Barbara, California. He is also the founding president of the Jung Society of Utah. Rene has a deep interest in depth psychology and a track record of building successful companies in the IT industry.

Depth Psychology Alliance™ (www.depthpsychologyalliance.com), created by in 2010 by Bonnie Bright, is the first global online community for academic discussion, research, and development of depth psychology ideas and views, allowing interested individuals to connect with each other, share their work, find and promote professional events, and to learn. Depth Psychology features a monthly online book club and a semi-annual peer-reviewed scholarly e-zine, *Depth Insights*, among other offerings. Bonnie Bright, M.A., is the principle at Depth Insights™, a media, educational, and consulting organization in Depth Psychology. She holds M.A. degrees in Psychology from Sonoma State University and in Depth Psychology from Pacifica Graduate Institute in Santa Barbara, CA, where she is currently a Ph.D. candidate.

Shrink Rap Radio™ (www.shrinkrapradio.com) is the brainchild of Dr. David van Nuys, Emeritus Professor of Psychology at Sonoma State University who served for seven years as

Chair for a department, which has a longstanding reputation for its commitment to humanistic, transpersonal, and existential approaches to psychology. Dr. Dave has conducted hundreds of interviews with experts and authors and has also taught psychology at the University of Montana, the University of Michigan, and the University of New Hampshire and has served as a dissertation advisor for doctoral students at Saybrook Institute and the Institute for Integral Studies, among others. He also runs a market research consulting business, E-Focus Groups (www.e-focusgroups.com).

Depth psychology, developed from the work of Sigmund Freud and Carl Gustav Jung among others, explores the deeper parts of human experience through inquiry into the unconscious and the symbolic meaning of dreams, myths, nature, and archetypal patterns, which affect how we relate to ourselves, each other, our culture, and our planet. Depth Psychology extends to the disciplines of Ecopsychology, Cross-cultural psychology, Neuroscience, Technology, and Media Psychology as these arenas increasingly impact the role of psyche and the unconscious in the world.

This dynamic alliance between three established entities in the field of Jungian and depth psychologies emphasizes the desire to help make the topics more available to the world at large. Look for new, exciting collaborative projects from their combined energies in coming months.

Who: Jung Platform, Depth Psychology Alliance, and Shrink Rap Radio join forces to bring extended educational products and services to individuals seeking information in Jungian and depth psychologies

What: Jung Platform is offering 25% off all existing audio programs to Depth Psychology Alliance members through September 30, 2012.

Where: www.jungplatform.com, www.depthpsychologyalliance.com, and www.shrinkrapradio.com

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