

# MONCTON NATIVE PENS TRAVEL PLANNING BOOK



## By the book Linda Hersey

*Stop Dreaming Start Traveling – The Ultimate Guide to Traveling More and Spending Less* is Russell Hannon's new book.

Originally from Moncton, Hannon obtained a commerce degree from Mount Allison University in 2002 before ultimately settling in Calgary, Russell explains how the idea for this book came about:

"I had an insane moment of clarity during a 5 a.m. taxi drive to the airport on a frigid February morning in 2012," he says. "My good college friend, Robbie McHugh – a former Mount Allison football player – often laughed at how I pulled off so many free and inexpensive trips. One day, I came across an article about a 27-year-old first time author who had just hit the New York Times bestseller list. That really inspired me into believing that it is possible for first-time authors to have success. And as I thought of how enthusiastic people were when I shared my savvy travel ways. I felt that by writing about it, I could have a profound impact on a lot of people."

And he was right – according to Danette Kubanda, Emmy-winning TV producer (formerly with the *Oprah Winfrey Show* and CNN) and media coach: "This book is the ultimate get out of town FREE card. Pack your bags, you're in for a whole new adventure!"

Russell describes *Stop Dreaming Start Traveling* as a system designed to easily and quickly overcome barriers that make travel "cost prohibitive," busting myths and misconceptions that it's "inherently expensive." It also covers how to use "factors that play a hand in any travel deal" to your advantage.

"The book is also part narrative with stories about how I took free and ultra-inexpensive trips – always explaining how you can do the same," says Russell.

*Stop Dreaming Start Traveling*, available online at amazon.ca as well as at Barnes & Noble and LS Travel airport bookstores.

Russell assures readers that *Stop Dreaming Start Traveling* can save them "10 times its cost" on their very next trip.

"You will learn how to beat the best online fare, take free trips each year, never pay roaming fees or checked-bag fees again and essentially travel for the local cost of living.

Arthur Von Wiesenberger, host of *Around the World Travel TV*, said of the book: "This is more than a travel book, it's a life training book that defies the cliché, 'you get what you pay for.' It will change your travel destiny."

### Linda Hersey

Linda Hersey's By the Book profiles local authors and their works each Friday.

"This book is the ultimate Get Out Of Town FREE card. Pack your bags, you're in for a whole new adventure!"  
- DANETTE KUBANDA, Emmy-Winning TV Producer and Media Coach



The Ultimate Guide  
to Traveling More and Spending Less

RUSSELL HANNON

*Stop Dreaming Start Traveling – The Ultimate Guide to Traveling More and Spending Less* is written by Moncton native Russell Hannon. PHOTO: CONTRIBUTED