

No Longer Working for the Weekend

ANNOUNCER:

THE POPULAR SONG “WORKING FOR THE WEEKEND” WAS ONCE A FRIDAY ANTHEM. BUT, WHAT HAPPENED TO WORKING FOR THE WEEKEND?

THE GROWTH OF SMARTPHONE TECHNOLOGY HAS CHANGED THAT TUNE.

ACCORDING TO A RECENT SURVEY CONDUCTED BY ENTERPRISE RENT-A-CAR, 67 PERCENT OF AMERICANS ARE PLUGGED INTO THE OFFICE DURING A TYPICAL WEEKEND.

IN FACT, 85 PERCENT ADMIT TO WANTING MORE OUT OF THEIR WEEKENDS.

PSYCHOTHERAPIST, EXECUTIVE COACH AND AUTHOR OF *BE FEARLESS: CHANGE YOUR LIFE IN 28 DAYS*, JONATHAN ALPERT SAYS IT'S ESSENTIAL FOR AMERICANS TO MAKE TIME FOR THEMSELVES:

SUGGESTED SOUNDBITE:

“Unplugging on the weekends is vital to a person’s success. Over-working can lead to burnout which results in unproductive tendencies in the long run. Finding a balance between work and personal life is key and creates success in both areas. You can start with breaking up the routine and hitting the road to recharge. Getting out of town and exploring new places are top solutions to Americans’ overworked weekends.”

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FOR INSPIRATIONAL TRIP IDEAS TO HELP YOU GET MORE OUT OF YOUR WEEKEND, VISIT ENTERPRISE.COM/PURSUIITS.