



Project Carpe Diem

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Up until your late 30s/early 40s, your life has been about checking off the biggies on your to-do list - excelling in college and grad school, establishing an enviable career, finding a DH with impeccable credentials and having kids. But now ... you've plateaued. In other words, you're stuck.

Time to motivate and visit [the52weeks.com](#). Every week, The 52 Weeks founders and friends, Karen Amster-Young and Pam Godwin, each blog about something new they've tried: golfing, eating blueberries (the mother of all superfoods) *daily*, visiting the Empire State Building. "It's about carving out time for yourself each week because time gets away," says Amster-Young. "So many of us get caught up in our routines and stop learning, doing, tackling fears and hurdles, especially in our age group." She's quick to point out, "It's a *life* list, not a bucket list." Amster-Young is an award-winning public relations exec who once ran her own company. Godwin worked as a teacher and reading specialist and also spent time at an agency helping resettle refugees. The two NYC moms conceived of their blog over drinks one cold night in late 2009 after discovering a shared restlessness. In fact, the full name of their Web site is *The 52 Weeks: Three drinks, Two Friends, One Year* (How's that for a potential movie title!). They take their inspiration from, among other things, Dr. Seuss quotes, which are so simple but packed with such wisdom and insight. This one anchors The 52 Weeks homepage: "If you never did, you should. These things are fun, and fun is good."

As for the inevitable comparisons to Gretchen Rubin's wildly popular book and blog, *The Happiness Project*, Amster-Young and Godwin assert that The 52 Weeks is focused on facing fears and getting unstuck.

Perfect for any pre-mid-life crisis.

Visit [the52weeks.com](#).