

# START: Welcome!

## AUDIO TRANSCRIPT



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Welcome to the URBAN Trail! We wanted to take a moment to define *Cura Personalis*, our main goal for the URBAN Trail.

*Cura personalis* is a latin phrase that describes care for the whole person (mind, body and spirit). Here at the University of San Francisco, we believe that the mind, body, and spirit deserve equal attention and consideration. Thus, the URBAN Trail is meant to be a mindful walk that encourages positive thinking and physical activity.

We want you to notice that our symbol for the URBAN Trail is a hot air balloon. Our URBAN Trail icon is meant to mirror the hot air balloon on the cover of Hal Urban's book, "The Power of Good News". A hot air balloon is symbolic of something that can give you a literal and figurative lift or boost.

To achieve *Cura Personalis*, the URBAN Trail will have you visit 7 themes. Seven is a number that is often associated with positivity or good luck. Seven also symbolizes a balance of the physical and spiritual being - perfect for our connection to not only *Cura Personalis* but also our focus on good news!

Just before we head out, let's take a moment to learn more about the Wolf and Kettle Statue with our next short recording!