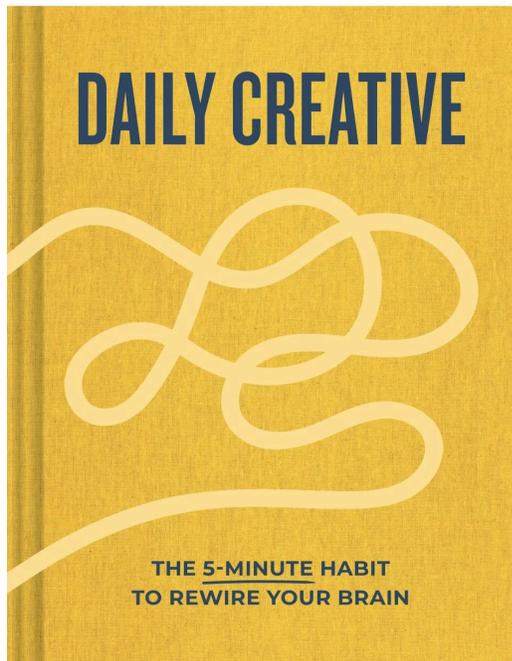


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DAILY CREATIVE: The 5-Minute Habit to Rewire Your Brain

A Playful, Science-Backed Guide to Spark Creativity, Calm, and Joy

SAN FRANCISCO, CA — February 24, 2026 — Everyone has creativity within them, but most people have forgotten how to access it.

Studies show that only 25% of people identify as creative, yet neuroscience proves that creativity is innate in all of us. Like a muscle, it simply needs exercise. ***DAILY CREATIVE: The 5-Minute Habit to Rewire Your Brain*** (Chronicle Books, February 24,

2026), by **Blythe Harris and Mallory May**, helps readers reclaim that spark through short, joyful practices that strengthen the mind, reduce stress, and rewire the brain for possibility.

Created by the co-founders of the DailyCreative platform, which offers a “daily dose of creativity for everyone,” this interactive book introduces 70 science-backed exercises — from doodling and writing to mindful noticing — that can be done in just five minutes. Each practice acts as an active meditation, helping readers let go of perfectionism and build focus, flexibility, and a sense of play in their everyday lives.

“Creativity isn’t something we’re born with. It’s a muscle that gets stronger with use,” say Harris and May. “We want to make creativity as accessible as mindfulness or exercise — something you can do for five minutes a day that completely transforms how you think and feel. There’s no right or wrong way to do these exercises. All you need is curiosity, a pen and five minutes.”

This beautifully designed book offers:

- 60 mini creative exercises that anyone can do in less than five minutes
- Dedicated tools to help release perfectionism
- Creativity warm-ups grounded in neuroscience
- Playful constraints that unlock unexpected breakthroughs
- Tools for accessing personal point-of-view and creative confidence

Through six themed sections — *Clearing, Play, Noticing, Constraints, Point of View, and Integration* — DAILY CREATIVE offers a path to reconnect with your inner aliveness, rediscover curiosity, and create space for joy. Each exercise highlights brain and mood benefits, showing how small moments of creative engagement can rewire the brain: stimulating the brain's reward system, boosting dopamine and promoting neuroplasticity.

Beautifully designed with illustrations by Harris and May and full of science, DAILY CREATIVE reminds readers that creativity isn't a luxury, it's a necessity. Whether you're a parent, student, professional, or self-described "non-creative," this book makes it simple — and fun — to add a spark of wonder to your day.

About the Authors

Blythe Harris is an award-winning entrepreneur, designer, and co-founder of Stella & Dot, where she served as Chief Creative Officer. Her work has been featured in *Inc.*, *Fast Company*, *Vogue France*, *Elle*, and on the *TODAY Show*. **Mallory May** spent over a decade as a vice president at Sotheby's before launching her career as an artist and creative director. Her work has been featured in *Vogue* and exhibited at the Museum of Arts and Design in New York.

Together, Harris and May founded DailyCreative in 2020 as a platform and community dedicated to helping people reconnect with their innate creativity and "retrain" their brains for joy and curiosity.

Follow @daily__creative on Instagram and join the DailyCreative Substack community for more inspiration and daily prompts.

Publication Details

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