

# MoonLITribe

Press & Media Kit

[moonlittribe.com](http://moonlittribe.com)

[namaste@moonlittribe.com](mailto:namaste@moonlittribe.com)



# MOONLIT T R I B E

## Summary

MoonLIT Tribe was founded by Alee Morrison Link and Allison Janssen. They believe that we all are made up of a sacred alchemy in the same seen and unseen ways of our planet; and therefore not only is everything connected, but affected as well! They believe that anyone can experience true liberation, illumination and transformation by simply tapping into this innate connection, choosing to respond versus react to the flow of life. Hence, they've created the powerful and easy-to-use mobile app, MoonLIT. MoonLIT is a revolutionary app that brings the wisdom of the moon into the palm of your hand. Available now for both iOS and Android devices, MoonLIT offers insight into the rhythms of the Universe via the phases of the moon (our planet's natural emotional satellite) and guided sacred rituals around her lunar events. As they say, "As she moves, so do we."

MoonLIT users are invited to "be aware, set reminders and schedule time to be present, to respond, reflect and co-create life" through the guidance of the mobile app. The app's technology allows anyone to know exactly which phase the moon is in and the zodiac sign she lies under at any given time. On new and full moons, the app amps up its offerings, giving users specifically designed rituals which include a mantra to use, altar suggestions, astrological insight, ceremony inspiration, practices, a guided meditation, and a journal prompt- all built right into the app.

The MoonLIT Tribe website, at [moonlittribe.com](http://moonlittribe.com), houses their inspirational content, resources, and more to support users along their journey. Alee & Allison invite everyone to take pause, look up and tune in via sacred rituals and guided meditation.

It's time to experience Liberation, Illumination, and Transformation. It's time to get LIT!

---

## Our Story

Two Moon Sisters tuned in, listened, and believed. Through a journey that was cosmically designed, Alee Morrison Link and Allison Janssen came together to build something special. Through conversations and shared practice, the founders of MoonLIT realized that they were both listening and attuning into the same rhythm, swaying to the same sweet song of our Universe.

“Very little in life happens by chance,” says Link. “This just couldn’t be random. There was something bigger at work here.”

At first, both felt it was simply funny; sharing aligned pieces of wisdom, teaching very similar yoga sequences, speaking within the same orbit. Yet, over tea at Alee’s studio in Columbus, Georgia, they learned that there was far more to the connection. “We would chat about how affecting and empowering the rhythm can be,” says Janssen. “Mother Nature’s cycles and especially the movement of the Moon liberated both of us from society’s clock, illuminated our own internal movement and pole vaulted both of us into this continual transformation!” she continued. “It was, without a doubt, illuminating to find someone else who shared this experience.”

Over time, their “tea gatherings” gained more beautiful voices; other brothers and sisters who were just as interested in how they, too, could use the cycles of nature and the energies we all shift through to bring forth great changes in their individual lives.

Alee and Allison began asking within their wider circles of family and friends their thoughts on tuning into the cycles of nature, ceremony and astrology itself. They began hosting and partaking in Moon Circles: gathering, questioning, feeling, releasing, connecting and manifesting together as tribe. In these experiences, they gained the understanding that while the majority of people were interested in life lived in ceremony, most found the plethora of information out there difficult to sort, time consuming to understand, and unapproachable to the modern being.

(Continued on next page)

---

## Our Story (continued)

That's when Alee and Allison began asking hard questions.

"We asked ourselves," says Link, "what if we could find a way to share this powerful information in an approachable way? What if more and more people returned to our universe's natural rhythms? What if we could all dance this divine movement together? What if we all realized that WE, ourselves, hold the power to create the life of our dreams? What if we worked with the cycles and rhythms we're gifted instead of forcing ourselves against them? What if we understood!?"

The answer, they soon realized, was too big and too beautiful to keep to themselves. A dream, some may say. The answer to so many questions, the answer to so many "if's," was a human kind that lived liberated, illuminated and transformed into the highest version of themselves. They imagined a world in which every being is living at their greatest capacity, confident in their unique truth, and in service to the greater good. "What a beautiful world that would be!" added Janssen.

They arrived at the right solution, a mobile application. And MoonLIT was born.

"Let's face it, we are on our phones a good portion of our lives. The little tiny devices are part of society's built in clock," says Janssen. "So we figured, why not give the masses this powerful knowledge in a space they are already using, and have instant access to" she continued.

The two worked with an elite team of engineers, designers, and experts to build the perfect vehicle for experiencing all that the moon has to offer for those who choose to take pause and tune in. The experience is unlike any other, taking you on a journey through understanding, response, and reflection each time there is a New or Full Moon. "It's an experience you have to try for yourself to fully understand just how liberating it is!" says Link. "If anything, simply taking the time to get outside, connect with nature, and let yourself be free, even for just a few minutes, is worth the time," added Janssen.

MoonLIT is available for both iOS and Android devices on their respective app stores right now.

## The Mobile App

The MoonLIT Mobile App is available for both iOS and Android Devices.

iOS

<https://itunes.apple.com/us/app/moonlit/id1393134383?mt=8>

Android

<https://play.google.com/store/apps/details?id=com.moonlittribe.moonlittribe>



## Branding Assets

The MoonLIT Branding assets are available for official use in press releases, interviews, and articles after written permission is granted by the MoonLIT team.

Download Branding Assets

<https://www.dropbox.com/sh/7dfhny2cco9vea/AACzZTgUjpf62-wRbkrYpejEa?dl=0>

### Primary Marks



Icon (Hand)

**MOONLIT**  
T R I B E

Logotype

## Alee Morrison Link

Alee is 100% that person that always says, “Look at the moon! Look at the MOON! Aaaaa-ooooo. Look at that moon!” Born a moon child, under the watery sign of Cancer, she has always felt a certain pull toward the moon and has found great value in honoring its mighty phases due to the connectivity and illumination the moon delivers.

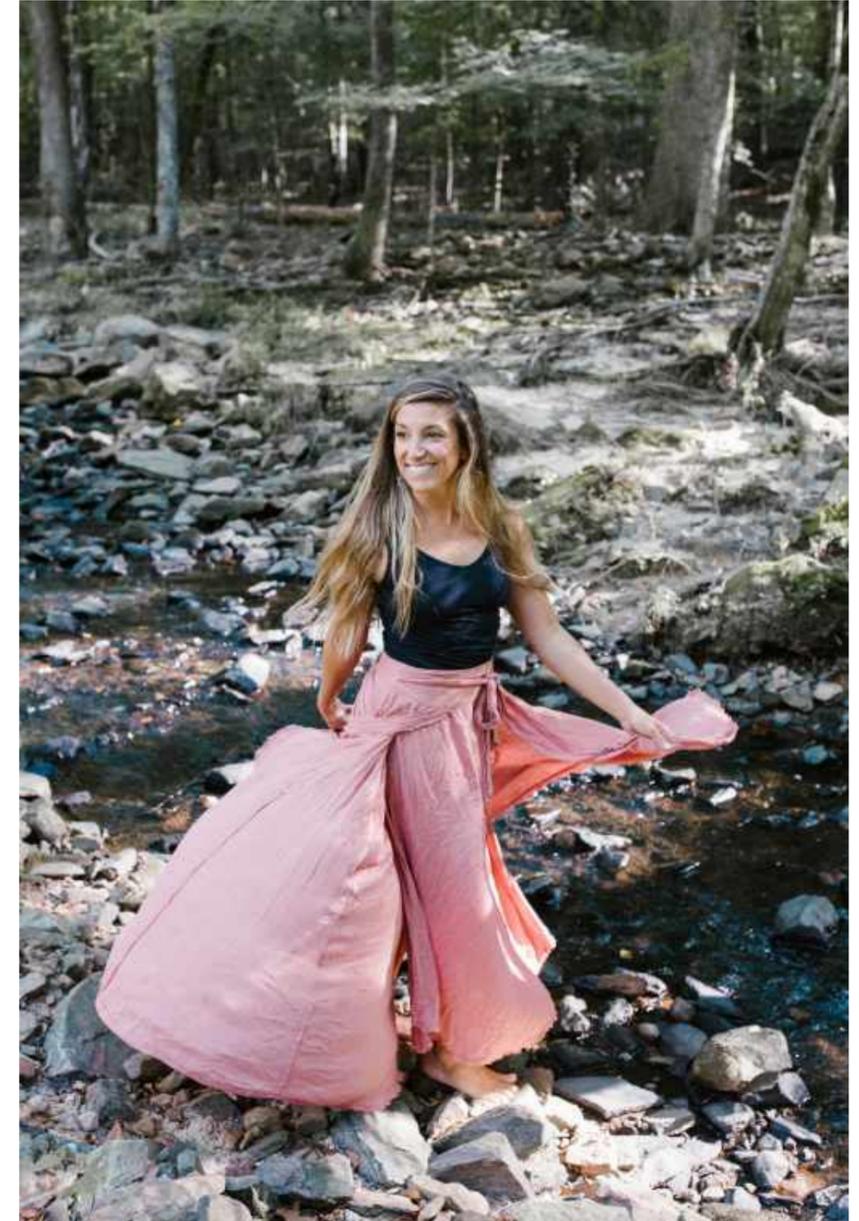
Now, a 500hr E-RYT, Alee walked in to her first yoga class at age 12 and was immediately hooked to this dance of what it means to connect with, honor, and transform the mind, body, and spirit. Having grown up in a dance studio, the art of movement was extremely divine for her entire being; so, after attending college in New York City, she knew this sensation of connection must be shared.

She has been teaching now for a decade and opened her own yoga studio in Georgia with her husband, Ben, in 2013. Moon-Focused-Astrology has always been a passion of hers and has found its way into her classes and into her life. The power of surrendering into the flow of the cosmic energy brought her into a state of liberation she didn’t know was possible by welcoming the illumination of connecting with something bigger than she could really understand, which completely transformed her from the inside out.

Alee feels as though she was put on this Earth to share what it means to connect: to ourselves, each other, this planet, the stars, and all that is- thus via a moon ritual, mantra, connection, and meditation, an app was born! When she is not teaching yoga, running her studio, and howling at the moon, you can find her outside on her yard farm with her husband and kids- Willow (5) and Kai (3), sipping jasmine green tea, and writing.

Headshots available for download

<https://www.dropbox.com/sh/gpwdu4q2mfskcxp/AADGof-DxBCIC7zPg-Hkk-v4a?dl=0>



## Allison Janssen

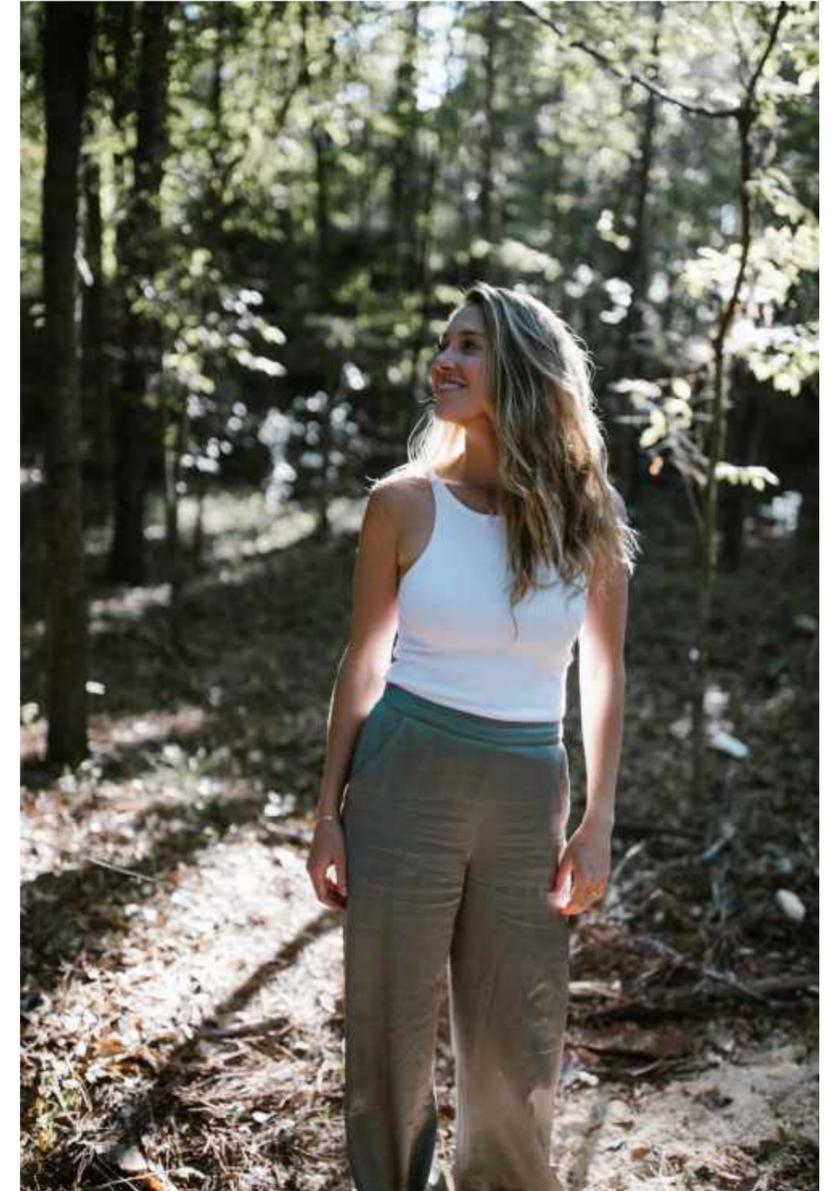
Born with an untamable passion for exploration, Allison has lived her life with a spirited sense of curiosity. She has a wild edge and a deep appreciation for the interconnected behavior of our Universe. With her sun in Scorpio, Allison has always felt called to investigate her own spiritual being and the rhythms that connect each of us to ALL THAT IS. Her inquiry into our reality of connection has spurred her life story. It has taken her literally around the world and deep within her internal world. She feels in utter awe of the auspicious nature that is life, cradled by our Earth and guided the vast skies above.

Though Allison can be found obsessing over every aspect of Nature, she has always been most magnetized by the presence and pull of the Moon. For her, the Moon is a consistent source of inspiration. She bows to it's constant reminder to understand ourselves a whole, as connected and complete, even as we dance through the different phases of our lives.

As a yoga teacher and retreat venue owner of The Butterfly Landing, Allison is deeply passionate about sharing her understanding of wholeness and connection through writing, astrology, yoga, meditation, community and laughter. She believes that in understanding our connection to all that is, and tapping into it, we can liberate ourselves from the obstacles we self create, illuminate our paths and transform our lives for the good of all!

Allison always says, "There is a song being sung. We are all influenced by it. So, why not actually listen? Sing in tune, dance in rhythm, and create your most beautiful life."

Since returning to the United States in 2014, Allison and her husband, Rob, have seemingly moved across the country (one of the exciting benefits of Army life). With her Moon in Sagittarius, she has never felt the desire to plant down physical roots, but she often calls the mountains of Colorado home. Currently, you can find Allison either teaching yoga, writing, hiking with her puppy, or traveling around the world with her husband and daughter, Edyn (1).



## Application Screenshots

The MoonLIT Mobile App is available for both iOS and Android Devices.

Application Screenshots for press, interviews, and promotion.

[https://www.dropbox.com/sh/0lvs9z66a2g0fj9/AABtre7avFLITjO73IEW\\_Vo4a?dl=0](https://www.dropbox.com/sh/0lvs9z66a2g0fj9/AABtre7avFLITjO73IEW_Vo4a?dl=0)



## Official Press Contact

Contact the MoonLIT Tribe team directly:

[namaste@moonlittribe.com](mailto:namaste@moonlittribe.com)

[@moonlittribe](https://www.instagram.com/moonlittribe)