

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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New Website Offers a Personalized Approach to Learning Italian: Visit ItalianMyWay.com

Learn Italian with a Native Speaker and Feel Transported to the Heart of Italy

NEW YORK, NY, April 7, 2017 – Studies have shown that you can improve your cognitive functions by learning to converse in a foreign language at just about any age. Announcing the launch of ItalianMyWay.com, a new website that offers a personalized approach to learning conversational Italian. The site was created by Francesca Eugeni McAfee, a native Italian speaker, who teaches the language through cultural immersion.

It's no secret that learning a second language at a young age enhances cognitive skills, and improves overall academic performance. But recent studies have found that learning a second language even at a more mature age may improve memory skills, enhance mental sharpness, and, in some cases, delay the onset of Alzheimer and dementia. [Link](#) Most of the neurological benefits from becoming bilingual later in life originate from daily active conversation in the foreign language. [Link](#) It's not enough just to learn the language; you have to use it.

Francesca Eugeni McAfee, the creator of [ItalianMyWay](http://ItalianMyWay.com) and a native Italian speaker, studied foreign languages while in Italy. She understands very well the process involved in becoming multilingual. "To be able to communicate in a foreign language like a native speaker, you have to learn to think in the target language," said Francesca. "The only way to achieve a high proficiency level is through total cultural immersion and access to a native speaker as a personal language coach." To this end, [ItalianMyWay](http://ItalianMyWay.com) offers the choice of personalized individual lessons with a native Italian speaker, and access to several resources for daily practice exercises.

[ItalianMyWay](http://ItalianMyWay.com) follows a unique approach of cultural assimilation through the use of Italian media, thematic conversations with a native speaker, and individual lessons tailored to the student's needs, age, and proficiency level. This approach is distinct from most web-based language instruction methods, which tend to be impersonal, and often rely on recorded lessons and speech recognition software for pronunciation.

For additional information and a press kit, please visit www.ItalianMyWay.com, or contact Francesca Eugeni McAfee at (914) 318-5748 or francesca@italianmyway.com.

About ItalianMyWay.com. ItalianMyWay is a language and culture website that offers a personalized approach to learning conversational Italian with a native speaker through a combination of private lessons, online listening exercises, and popular Italian media for a complete cultural experience. Lessons are fun, interactive, and tailored to the student's needs, age, and proficiency level. Frequent thematic conversations in Italian with a native speaker ensure authentic pronunciation and the correct use and understanding of colloquialisms.

About Francesca Eugeni McAfee. Born and raised in Italy, Francesca lived in Rome for over 20 years, where she studied foreign languages. She moved to the United States to study economics, and worked as an Italian interpreter while in college. She traveled throughout Italy, Europe, and the United States, and moved to Westchester County, New York, almost nine years ago. She is certified by the American Council on the Teaching of Foreign Languages (ACTFL) in Italian. Francesca holds a Bachelor of Science in General Studies from Northwestern University and an MBA from The University of Chicago.

[Francesca Eugeni McAfee.jpg](#)

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