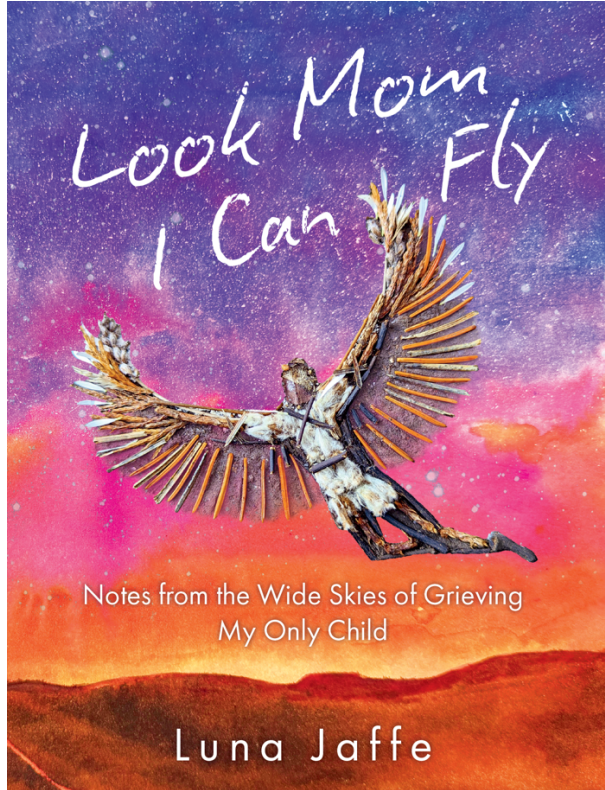


# Luna's Press Kit

Aug 27, 2025

## Headshot and Book Cover



## Long Bio

Luna Jaffe has always lived where the veil is thinnest—between art and money, grief and love, the visible and the unseen. A lifelong artist, writer, and entrepreneur, she first carved her path in the unlikely terrain of finance, founding Lunaria Financial and Sacred Money Studios in Portland, Oregon, where she pioneered a revolutionary approach to money: one that fused creativity, soul, and self-expression. Her acclaimed book *\*Wild Money\** became both a workbook and a talisman for thousands of readers, proving that spreadsheets and soul work could indeed belong in the same breath.

Her latest work, *\*Look Mom, I Can Fly: Notes from the Wide Skies of Grieving My Only Child\**, is a memoir born of devastating loss. After her son Hunter died in 2020, Luna turned toward the page, the canvas, and the forest, listening for his voice in dreams, in poems, in the rustle of wings overhead. What emerged is not just a book about grief, but a luminous testament to love's ability to reach across realms, transforming unbearable sorrow into art, ritual, and fierce devotion.

Today, Luna lives in a vibrant cohousing community in Amherst, Massachusetts, with her wife, Amy, in a home filled with color, ritual, and creativity. There, the presence of her son's spirit continues to shape her days—reminding her always to fly toward truth, beauty, and love.

## Short Bio

Luna Jaffe is an artist, writer, and visionary who has spent her life weaving together the practical and the mystical. Founder of Lunaria Financial and Sacred Money Studios, and author of *\*Wild Money\**, she pioneered a soulful, creative approach to finances that helped thousands transform their relationship with money. Her newest book, *\*Look Mom, I Can Fly: Notes from the Wide Skies of Grieving My Only Child\**, is a searingly honest and luminous memoir that explores love, loss, and the art of living after the unimaginable. She lives in Amherst, Massachusetts, with her wife, in a home alive with color, ritual, and the enduring spirit of her son.

## Press-Kit Bio

Luna Jaffe, CFP®, MA, is an author, artist, and visionary who has spent her career at the intersection of soul and strategy. She is the founder of Lunaria Financial and Sacred Money Studios in Portland, Oregon, and the author of *\*Wild Money\**, a groundbreaking guide that blends financial wisdom with creative self-expression. Her latest book, *\*Look Mom, I Can Fly: Notes from the Wide Skies of Grieving My Only Child\**, is a raw and luminous memoir that chronicles her journey through devastating loss, spiritual awakening, and the fierce beauty of grief. With poetic insight and unflinching honesty, Luna invites readers into the intimate landscape of mourning her only child, offering a profound exploration of how love endures beyond death. Luna holds a master's degree in depth psychology from Pacifica Graduate Institute and is a Certified Financial Planner®. She lives in a vibrant cohousing community in Amherst, Massachusetts, with her wife, Amy, in a home filled with art, ritual, and the enduring presence of her son's spirit.

## Contact

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