

t's no accident that advertising whizzes come up with campaigns like "Coca Cola—it's the Real Thing" and "VISA—We're everywhere you want to be." Tapping into the universal longing for authenticity and interior satisfaction is as strong a drive for Madison Avenue gurus as it is for Tibetan ascetics. This Lenten season, and with particular poignancy this week's readings, pop the same big questions: What do we really want out of life? What are we looking for? What's the "Real Thing" that Coca Cola says they have?

The genuine answer comes less from our brains (which tend to tell us the more lofty, highly evolved, answers we want to hear) and more from our bodies which are less likely to sugar-coat the truth of our pursuits. Our brains tell us we're good people, enlightened, aware, conscious, spiritually centered. But do our unimpressed bodies bear this out as they carry us through the actions that really absorb us in day-to-day life? What do we spend our emotional, psychic, physical and mental energies on? What brings us anxiety, tension, pain, joy, sorrow? What do we feed? but do our bodies revert to "this makes me uncomfortable" tenseness or aversion when we face people who don't hold our beliefs, hygienic standards or social conventions?

ike the wise woman at the well who beseeches Jesus, "Give me this living water," we are reminded that the first step in answering God's invitation to RETURN TO ME is owning our thirstiness,

## Got Thirst? Naming what we crave

A s the music we sing ("If Today You Hear God's Voice," Come back to Me," and "Your Love is Finer" challenges us, are we truly seeking the Divine in our lives?

Our brains (and their PR department, our mouths) talk about how important our spirituality is to us, but do we prioritize our day as if that were truly our top concern? We know we are committed to justice, compassion, living in conscience, but do our bodies follow through when we're faced with the distraction of that friend in need who calls us right when we're in the middle of "something important." We believe that we are other-focussed, aware of the intrinsic and God-sharing divinity of all people,

admitting that, despite our best intentions, our assumption that we're on the path, we are all too often there in our head, but somewhere else in our bodies. Successful in business, popular with friends and romantic partners, noted in our profession, we are still thirsty, still painfully aware of the aridity of life without true connection to the source, and true connection to our fellow pilgrims on the journey to the source.

In this season, we remember the wisdom of seeking the genuine article, the real thing. And we are reminded that the first step to quenching our thirst for what is really satisfying is the simple acknowledgement made both by Jesus and the wise woman at the well—"I'm Thirsty!"