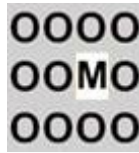


“The big-daddy life question isn’t whether we’re going to die. I got news for ya: life is a terminal condition; cancer patients are just more aware of it. The real question is how many of us will choose to truly live.”

— Kris Carr



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**What's New About
Kris Carr,
Author of
*Crazy Sexy Cancer Survivor***

Crazy Sexy Cancer Survivor: More Rebellion and Fire for Your Healing Journey (Skirt! Books, an imprint of Globe Pequot Press; September 24, 2008; ISBN 978-1-59921-370-5; \$19.95; Flexbind), **by Kris Carr, with a foreword by Marianne Williamson**, is a totally new book from Kris's debut, *Crazy Sexy Cancer Tips*. It has a whole new posse and *focuses on the reader's journey*. Since her best-selling book, *Crazy Sexy Cancer Tips*, Kris is on a mission to brand her non-profit endeavors, and is doing (or has done) the following:

- Launched <http://CrazySexyLife.com>, a thriving holistic wellness social network getting over 100,000 hits a month with thousands of members, which compliments her original website www.CrazySexyCancer.com;
- Invited to participate in "Stand Up To Cancer" (www.StandUp2Cancer.org), a special simulcast live over the three major networks (ABC, CBS, NBC) on September 5th;
- Became a core member of Donna Karan's Urban Zen Initiative's nutrition committee devoted to improving hospital food for cancer patients. (So far, Kris is working with Beth Israel to upgrade the menu for cancer patients, and served over 5000 smoothies for victims of Hurricane Katrina as part of Eve Ensler's V-day extravaganza);
- Signed with a speaker's bureau and has been doing wellness, spiritual, cancer, motivational events all over the country for companies/organizations such as Philips, The Wellness Center, Dana Farber (Key note at the Harvard Club), The Sarcoma Foundation of America, Eve Awards, Raw Spirit Festival, and Natural Health Expo. In addition, Kris has been asked to speak at Harvard Medical School on a yearly basis;
- Runs retreats (and is still running them!) for cancer patients all over the country at major wellness facilities, such as The New York Open Center, Omega Institute (Rhinebeck, NY), Kripalu (Lennox Mass), and The Crossings (Austin, TX); and
- Launching a non-profit, whose mission is to educate, inspire, and support people in making empowered choices for their own health and the health of the planet through the integration of western and alternative medicine and lifestyle practices, plus more!
- **Kris, along with some of the new posse members, will be available for publicity out of New York City on September 24 - 26th.**



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September 2008

Dear Producer/Editor:

"I recommend Kris to you in the highest possible terms. She is an inspirational speaker and original thinker, with a message that puts cancer firmly in its place. She presents a path, clearly paved by her own grit and tears, by which others can move forward out of despair and into hope. I say Bravo to her from the bottom of my heart. She is simply gorgeous, inside and out."

— **Marianne Williamson**, author, activist, and lecturer from her Foreword to ***Crazy Sexy Cancer Survivor***

Filmmaker, Lecturer, Author And Cancer Cowgirl

KRIS CARR

Revs Up More Rebellion and Fire For Your Healing Journey

Kris Carr redefines what it means to be a survivor—of any daunting challenge, but especially the big bad C—in her new book, ***Crazy Sexy Cancer Survivor: More Rebellion and Fire for Your Healing Journey*** (Skirt! Books, an imprint of Globe Pequot Press; September 24, 2008; ISBN 978-1-59921-370-5; \$19.95; Flexbind) **by Kris Carr, with a foreword by Marianne Williamson**. With the spunky attitude and irresistible humor that's won her thousands of Crazy Sexy fans, Kris offers exercises, meditations, excavations, brainstorming, and stories to inspire anyone diagnosed with cancer—or anyone dealing with a major adversity—to become an empowered participant in their healing.

Kris draws on her four-year journey fighting and making peace with living with a rare, mysterious, inoperable, incurable sarcoma, which she chronicled in the acclaimed The Learning Channel documentary, *Crazy Sexy Cancer* (now distributed in a new expanded version by Gaiam), and wrote about in her best-selling guide, *Crazy Sexy Cancer Tips*. She draws on the letters and e-mails she's received from Cancer Cowgirls (and dudes) who've joined her posse. And she passes along nuggets and gems from wellness professionals, friends, and family members. Talking straight to survivors, she doesn't present cancer as a "gift." ("Yuck" to that, says Kris.) But she does declare: *"If you let it, cancer will take you to your zero point and teach you how to live like you mean it...Cancer can be a powerful turning point."* Kris can discuss:

- Strategies for productively dealing with feelings of fear, anger, and self-pity;
- How to hire the right oncologist and work with a team of healthcare providers;
- The importance of having a cancer posse and secrets for forming one;
- Training the mind to help heal the body and when to consider a "mood lube;"
- The right way to eat healthy and cancer-free—with lots of veggies!; and
- The power of prayer, particularly when it's fun and not restricted to one religion.

With a distinctive Cancer Cowgirl twist on “The Secret” (the mega-hit book and movie), Kris also offers tools, tactics, and tips for building self-esteem and transforming the negative stuff of illness into health, strength, peace, and joy. Meditation, yoga, art, and music all get an ultra-positive jolt and cancer-kicking makeover. For starters, Kris suggests:

- Writing yourself a long love list, reveling in all the soul-fortifying things you adore;
- Buying (or making) a beautiful journal to use exclusively for gratitude and affirmations;
- Picking up a box of crayons and doodling with the passion of Picasso...or Pollack;
- Starting each day with a renewing rise & shine ritual, including stretching and deep-breathing; and
- Taking regular “Cancerations”—time away from home without talking or thinking about cancer.

Kris Carr is an award-winning actress, best-selling author, motivational speaker, filmmaker, and cancer survivor. Since The Learning Channel premiere of her inspirational documentary, *Crazy Sexy Cancer*, and the publication of her first book, *Crazy Sexy Cancer Tips*, she has earned her certification in Holistic Health Education from the Hippocrates Health Institute, taught at respected holistic retreat centers, collaborated on a series of “how-to” wellness videos, and appeared on The Oprah Winfrey Show, among numerous broadcast and print media. (A separate bio is attached.)

Kris Carr will be available for national and local interviews out of New York City from September 24, 25, or 26. I hope you will seize the chance to let Kris charm, impress, and inspire your audience.

Sincerely,

Justin Loeber
President
Mouth Public Relations
212-260-7576
Justin.Loeber@MouthPublicRelations.com

CRAZY SEXY CANCER SURVIVOR

Events with Kris Carr

Tuesday, September 9th – New Jersey:

Hackensack University Hospital 7:00pm

(Sponsored by Friends' Health Connection)

30 Prospect Avenue, Hekemian Auditorium; Hackensack, NJ 07601

Tuesday, September 16th – Connecticut:

Barnes & Noble (Stamford, CT) 6:00pm

100 Greyrock Place; Stamford, CT 06901

Wednesday, September 17th – New York:

Barnes & Noble (New York City) 7:30pm

396 Avenue of the Americas; New York, NY 10011

Thursday, September 25th – New York:

Borders (Westbury, NY) 7:00pm

1260 Old Country Road; Westbury, NY 11590

Tuesday, October 14th – Connecticut:

Ticketed Luncheon at Café Allegre (Madison, CT) – 12:00 Noon

(Sponsored by R.J. Julia Booksellers)

725 Boston Post Road, Madison CT 06443

Previous Praise for Kris Carr

"Cancer, having become the health epidemic of our time, people are looking for psychological, emotional, nutritional and spiritual advice as much as they are looking for medical advice. Kris has already given hope to thousands of people—particularly young adults who are dealing with this often heart-breaking challenge—and I predict she will ultimately bring hope and comfort to millions."

- Marianne Williamson

"I love Kris's book because it made me feel so many things. Familiar things. It made me laugh and reflect... This book will be a comfort to so many who are going through the experience or who have graduated to survivor."

- Sheryl Crow

"Kris is the ray of light that is needed to raise awareness of what it means to give back. What more can one wish for? She is a true leader of courage and inspiration."

- Donna Karan

"Kris Carr will turn your world face forward so you can live every day like it's your last, because one day, you'll be right."

- Dr. Mehmet Oz

"Crazy Sexy Cancer is the story of a woman, who turned the camera on herself, and became an example of the American Spirit."

- Katie Couric

"Crazy Sexy Cancer brings to life one inspiring cancer survivor's resolve to achieving a high quality of life in the face of cancer. This film truly demonstrates the value of living life on one's own terms."

- Lance Armstrong

"A riveting new film."

- Oprah Winfrey



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Kris Carr, Author, Filmmaker and Cancer Cowgirl

Biography

Kris Carr is an award-winning actress, best-selling author, filmmaker, and the subject of the inspirational documentary, *Crazy Sexy Cancer*. The film, which she wrote and directed, chronicles her five-year adventure of living—and thriving— with stage-four cancer. It premiered on TLC (The Learning Channel) and Discovery Health in 2007.

Her book, *Crazy Sexy Cancer Tips*, with a foreword by Sheryl Crow, is quickly becoming the “must have” guide to triumphing over illness. Kris shares every step of her journey to wellness in a practical, funny, and endearing style, wearing cowboy boots into the MRI machine, no less. She has been featured on The CBS Evening News with Katie Couric, The Early Show, Today Show, Montel, Access Hollywood, The Mike & Juliet Show, and The Oprah Winfrey Show, as well as in the *New York Times*, *USA Today*, *Glamour*, *Scientific American*, and *Vanity Fair*.

As an actress, Kris has worked both on and off Broadway, in regional theater, film television and dozens of commercials, including several Super Bowl spots for Budweiser. She originated roles for such notable playwrights as Arthur Miller, and toured with the national company of the musical *Chicago*. She has held faculty positions at various divisions of New York University Tisch School of the Arts. Kris attended Sarah Lawrence College and graduated with an English degree from Marymount Manhattan College. She received her certification in Holistic Health Education from the prestigious Hippocrates Health Institute, and is currently a faculty member at several of America’s top holistic retreat centers, including The Omega Institute, Kripalu, The Crossings, and The New York Open Center. Kris is also a core member of The Urban Zen Initiative’s Nutrition Committee, Donna Karan’s newly formed philanthropic global wellbeing program www.urbanzen.org.

In 2006, Kris and her husband founded the film production company Red House Pictures, whose first release was *Crazy Sexy Cancer*. Through their collaboration with the lifestyle company Gaiam, Red House Pictures released a series of “how-to” wellness videos packaged with the release of the national *Crazy Sexy Cancer* DVD. They have also launched the highly successful wellness community and social network, <http://CrazySexyLife.com>.

Kris frequently speaks at conferences and fundraisers for various cancer and wellness organizations, and is a contributing writer for several national magazines. In 2008 she will be touring throughout America, leading wellness workshops and holistic retreats. Her new book, ***Crazy Sexy Cancer Survivor: More Rebellion and Fire for Your Healing Journey*** (Skirt! Books) will be released September 24. **For more information please visit www.crazysexycancer.com, and for booking information please contact Justin Loeber, Mouth Public Relations at 212-260-7576 or Justin.Loeber@MouthPublicRelations.com.**



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**A Mind-shifting, Spirit-lifting, Whole-body Healing Workbook
From the Best-Selling Author of *Crazy Sexy Cancer Tips***

***Crazy Sexy Cancer Survivor:
More Rebellion and Fire for
Your Healing Journey***

by

Kris Carr

With a Foreword by Marianne Williamson

When **Kris Carr** got punched in the gut with a diagnosis of Stage IV cancer—an insidious, inoperable sarcoma with no cure and no treatment—her first impulse was to dive into a vat of scotch. After ranting and wallowing, she got revved up to kick some big “C” butt with her trusted ally in hard times: *creativity*. That jolt led to the making of a documentary chronicling her five-year adventure of taking on and thriving with cancer, *Crazy Sexy Cancer*, and her publishing debut, *Crazy Sexy Cancer Tips*. With The Learning Channel premiere of her film and the release of her book in August 2007, Kris sparked a revolution of Cancer Cowgirls (and dudes) raring to keep on living and laughing.

After getting lots of awesome letters from “crazy sexy” fans and picking up more nuggets from wellness professionals and friends, Kris knew it was time for her publishing encore—this time she guides readers on their own cancer journey. For anyone ready to join the global posse of wellness

- over -

warriors and angels, ***Crazy Sexy Cancer Survivor: More Rebellion and Fire for Your Healing Journey*** (Skirt! Books, an imprint of Globe Pequot Press; September 24, 2008; ISBN 978-1-59921-370-5; \$19.95; Flexbind) **by Kris Carr, with a foreword by Marianne Williamson** is an empowering and fun workbook. Written in Kris' feisty, fearless, and infectiously humorous style, this guide, muse, and motivator for dealing with cancer (or any gut-punching adversity) is full of stories, tips, tricks, insights, exercises, meditations, rituals, "aha" moments, quotes, and catchy color photos. And it's all wrapped up in a user-friendly package, with a portable trim-size, flexible spiral binding, and plenty of room for jotting down dreams, nightmares, prayers, game plans, frustrations, hell yeah's, and yippee milestones. Defining survivor as "*a triumphant person who lives with, after, or in spite of a diagnosis or traumatic event,*" Kris Carr dares anyone who identifies—and refuses to assume the identity of her or his illness—to dig in and start excavating. Offering reflections and suggestions for the whole wild ride, ***Crazy Sexy Cancer Survivor*** breaks down the navigating into four parts:

- ❖ **Diagnosis 101.** Learn why it pays to give fear its fifteen minutes of fame and how to—literally—snap yourself out of self-pity. Get tips on getting informed and organized, taking your doctor's pulse, and creating your own cancer posse.
- ❖ **Mind.** "Our mental state really changes our physical condition," Kris affirms, "but sometimes we all need a helping hand to get back in the saddle." Open your mind to the mind-boosting powers of meditation, music, keeping a gratitude journal, creating a crayon masterpiece, smashing a fine china cup, and a little pharmaceutical relief.
- ❖ **Body.** Discover how to fight cancer with your fork. Kris shares her proven recipe for a healthy, cancer-free diet—in a nutshell, green juice and plenty of veggies—and her list of no-no's (coffee as well as animal products). Then, explore ways to shake your booty, look great with natural make-up and wigs, and get it on without necessarily getting naked.
- ❖ **Spirit.** "Bring the fun back to prayer," Kris urges all survivors, regardless of their religion. Inspirational ideas include daring to mix and match different faith traditions, creating a sacred space, establishing a morning ritual, recording and interpreting dreams, throwing a pajama party, and consciously visualizing that dreaded unknown: death.

"Cancer having become the health epidemic of our time, people are looking for psychological, emotional, nutritional, and spiritual advice as much as they are looking for medical advice," observes

acclaimed author and activist **Marianne Williamson**. “Kris has already given hope to thousands of people—particularly young adults who are dealing with this often heartbreaking challenge—and I predict that she will ultimately bring hope and comfort to millions.”

Through ***Crazy Sexy Cancer Survivor***, and throughout it, Kris Carr reaffirms the possibility of living a full, fulfilling life—and looking and feeling fantastic—with cancer.

###

ABOUT THE AUTHOR

Kris Carr is an award-winning actress, best-selling author, motivational speaker, filmmaker, and cancer survivor. Since The Learning Channel premiere of her inspirational documentary, *Crazy Sexy Cancer*, and the publication of her first book, *Crazy Sexy Cancer Tips*, she has earned her certification in Holistic Health Education from the Hippocrates Health Institute, taught at respected holistic retreat centers, collaborated on a series of “how-to” wellness videos, and appeared on The Oprah Winfrey Show, among numerous broadcast and print media. She lives in Woodstock New York, with her husband and film production partner, Brian, and welcomes all to join the celebration at <http://crazysexylife.com>.

Crazy Sexy Cancer Survivor:

More Rebellion and Fire for Your Healing Journey

Published by: Skirt! Books, an imprint of The Globe Pequot Press
Pub Date: September 24, 2008
ISBN: 978-1-59921-370-5
Format: Flexbind Paperback
Pages: 256 pages, with four-color photos throughout
Price: \$19.95 US / \$21.95 CAN
Publicity: Sept. 24, 25 and 26 out of New York City

**Suggested Interview Questions for KRIS CARR,
Author of *Crazy Sexy Cancer Survivor:
More Rebellion and Fire for Your Healing Journey*
(Contact Justin Loeber, Mouth Public Relations, 212-260-7576;
Justin.Loeber@MouthPublicRelations.com)**

1. How has your life changed in the year since The Learning Channel premiere of your documentary, *Crazy Sexy Cancer*, and the publication of your first bestseller, ***Crazy Sexy Cancer Tips***?
2. What was the creative spark for your new workbook, ***Crazy Sexy Cancer Survivor***? Did you set out to redefine what it means to be a survivor for people struggling with cancer or any adversity?
3. In ***Crazy Sexy Cancer Survivor***, why do you applaud giving fear its fifteen minutes of fame after the bombshell of a cancer diagnosis? What about those nasty feelings of anger and self-pity?
4. Why should cancer survivors trust their “inner physician”? What’s your prescription for getting the best possible care from health care providers?
5. Why do you place such great faith in holistic healing?
6. Why is having a “cancer posse” so important? Where and how can a cancer survivor without one start to form one?
7. Why do you support coming out of the cancer closet? How can a Cancer Cowgirl avoid being seen as her disease? How can she protect how she sees herself?
8. Let’s talk more about the power of the mind. How much of an impact can a person’s mental state really have on the physical facts of cancer?
9. Why did you decide to take Prozac? What are your favorite non-pharmaceutical mood-lifting practices you talk about in ***Crazy Sexy Cancer Survivor***?
10. As Crazy Sexy fans know, you are a huge advocate for eating veggies. In a nutshell, would you explain why you believe a vegan, and mostly raw-food, diet is the right healthy, cancer-free way to eat?
11. In a recent *Parade* magazine article, coffee was toasted for “looking more and more like a health drink.” Why do you vehemently disagree about the benefits of consuming caffeine? What’s your beef with coffee, and why are you a fan of soy?
12. Why are you hooked on yoga? What’s the best type of yoga for beginners? Is starting yoga, or any exercise program, really a smart move for cancer survivors extremely debilitated by chemo, radiation, or recent surgery?
13. Would you shed light on your eclectic approach to spirituality? How can prayer be fun, or even irreverent, and still be a profound healing force?
14. How can cancer survivors apply the power of forgiveness directly to their cancer? Why do you recommend in ***Crazy Sexy Cancer Survivor*** both taking regular vacations from the reality of cancer and actively imagining the experience of death?
15. After your fifth annual glowing checkup, how do you feel about your future as a crazy sexy cancer survivor? What’s next on your creative horizon?