

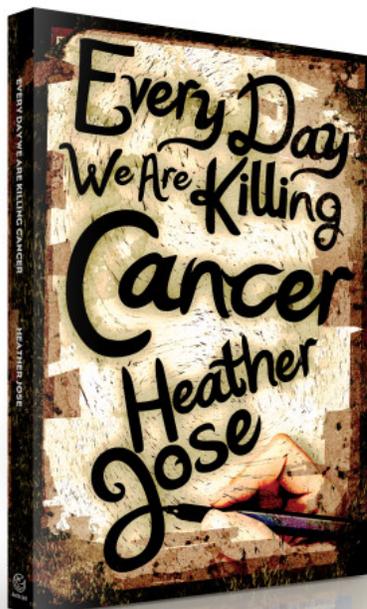
## Every Day We Are Killing Cancer

**Monroe, Mich., April 1, 2013** – “It’s cancer”—not the words an otherwise healthy mother of an energetic toddler ever expects to hear. Heather Jose had gone to her family doctor for a routine check up. Three days later a biopsy revealed that, at age 26, Heather was in the fight for her life against Stage IV breast cancer.

Heather’s dramatic story of recovery now is an inspiring book that includes the voices of caregivers who played essential roles in this shared goal: *Every Day We Are Killing Cancer*. That slogan, which Heather carried with her on a small hand-lettered sign, now has grown into a campaign to turn cancer survivors into cancer *thrivers*. This Midwest Mom is a key spokeswoman nationally in changing the way we all talk about cancer, caregiving—and coping with all of the tough health-care challenges faced by millions of families everyday.

Heather began her own recovery with some simple commitments that she shares with audiences wherever she speaks: She formed her own caregiving team, she

began writing the letters to her daughter that appear as part of her new book, and she kept a record of what truly works to help people thrive in the midst of such crises. Today, Heather is the host of the new [www.WeAreCaregivers.com](http://www.WeAreCaregivers.com) website that provides fresh ideas for caregivers. Plus, she is a regular columnist for Breast Cancer Wellness magazine, the leading voice promoting the now-popular phrase “cancer thrivers.” She travels widely, consults with health care professionals and speaks to conferences.



Writing about Heather’s new book is one way to share Heather’s cutting-edge ideas with your audience. Interviewing Heather brings her voice to your audience and, given her long



An imprint of David Crumm Media, LLC

experience, she's adept at quickly sharing ideas people can use in their own daily struggles either with cancer or with caregiving in general.

She also can point to free resources, including a copy of Heather's own Healing Agreement. That list of smart steps toward recovery came from Heather's experience with recovery and caregiving.

Every Day We Are Killing Cancer

A Cancer Survivor Story: Becoming a Cancer Thriver Using Your Inner Resources for Wellness, Plus Caregivers and Doctors

By Heather Jose

Paperback

164 pages

Read the Spirit Publishing

[www.EveryDayWeAreKillingCancer.com](http://www.EveryDayWeAreKillingCancer.com)

[www.WeAreCaregivers.com](http://www.WeAreCaregivers.com)

The Forward is written by best-selling nutrition expert David Grotto, author of *101 Foods That Could Save Your Life* and *101 Optimal Life Foods*.

**To schedule an interview with Heather Jose, please contact Jane Wells at [Jane.Wells@DavidCrummMedia.com](mailto:Jane.Wells@DavidCrummMedia.com) or 734-790-0201**

**Suggested Interview Questions for Heather *Every Day We Are Killing Cancer: A Cancer Survivor Story: Becoming a Cancer Thriver Using Your Inner Resources for Wellness, Plus Caregivers and Doctors***

1. Your title, *Every Day We Are Killing Cancer*, is dramatic! Tell us how that defined your approach to recovery?
2. You say that a person with cancer needs to take charge of his or her life. But you also are a strong advocate for organizing caregivers. How do you balance those two goals? What do you need to do? And what should your caregivers tackle for you?
3. Who are the caregivers? We know there are many millions of these men and women across the country. Who are they? What are their lives like?
4. You write regularly about coping with caregiving. Give us a few tips that people can use, whether they're caring for a loved one with cancer, or a spouse with Alzheimer's, or perhaps a child with disabilities. What have you learned that can help anyone in such a situation?
5. You're a big advocate in taking a positive approach toward these challenges. In fact, you're one of the key people trying to change our everyday language from "cancer survivor" to "cancer thriver." Why is that so important? And what is a "thriver"?
6. Faith played a big role in your recovery. You talk a lot about physical fitness, diet and medical options. Now, talk about how faith helps in coping with these challenges.
7. You give people a 1-page Healing Agreement that sums up your approach. It spells out major commitments in confronting cancer. Tell us about that Agreement and where people can get a free copy of it.

**To schedule an interview with Heather Jose, please contact Jane Wells at [Jane.Wells@DavidCrummMedia.com](mailto:Jane.Wells@DavidCrummMedia.com) or 734-790-0201**

## Heather Jose



Heather Jose (rhymes with “rose”) is a caregiving professional herself: an occupational therapist. The devastating diagnosis of stage IV breast cancer could have been the end of her life. Instead, she decided to fight the cancer head-on. In addition to the help she enlisted from many caregivers and doctors, she added her own physical and spiritual disciplines.

Now, years later, she is healthy—and a nationally known advocate helping people recover from cancer and cope with caregiving challenges.

Heather Jose is an inspiring writer, speaker and columnist for *Breast Cancer Wellness* magazine and is the host columnist for the [www.WeAreCaregivers.com](http://www.WeAreCaregivers.com). Heather travels widely as a speaker, an advocate on patient care, and as the creator of Beyond Treatment Seminars.

Heather lives in Michigan with her husband, Larry, and two children.

Sample pages and other information about Heather’s book *Every Day We are Killing Cancer: A Cancer Survivor Story: Becoming a Cancer Thriver Using Your Inner Resources for Wellness, Plus Caregivers and Doctors* can be found at <http://www.EveryDayWeAreKillingCancer.com>.

**To schedule an interview with Heather Jose, please contact Jane Wells at  
[Jane.Wells@DavidCrummMedia.com](mailto:Jane.Wells@DavidCrummMedia.com) or 734-790-0201**