

CONVERSATIONS THAT MATTER



FINDING
THE LIGHT
eBook
PRESS KIT

THE LAUNCH OF A GOOD NEWS EBOOK **FINDING THE LIGHT IS A GLOBAL MOVEMENT**

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Via Website findingthelight.ca

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The 200+ page eBook is a **time capsule** chronicle. It is **not a news story** or a political piece. It is a **one-of-a-kind positive resource** comprised of bite-sized essays, breathtaking photographs and poetry, which illuminates the real and **relatable thoughts**, fears and revelations of 70+ people from North America, Germany and Australia. It is proof positive of what is possible when **humanity comes together** for the common good. All of the stories resonate with hope and insight, casting a **beacon of light to comfort and inspire** all. Participants include; a recovered COVID-19 patient, a medical frontline worker, athletes, entertainment leaders, CEO's, faith leaders, thought leaders, entrepreneurs and many more. This compendium is a **story about us all**. At first blush Finding the Light appears as a glossy coffee-table book, but reveals itself to be an **inspiring toolbox**; filled with ideas, solutions and perspectives for anyone who has been struggling with their own state of **mental well-being** due to the pandemic. **Inclusive and hopeful**, *Finding the Light* is for anyone who cares about community and **helping one another**.

Author Alli Mang shares, "We brought nearly 100 participants together to help bring out the hopeful ideas on how to move



50-Second PROMO VIDEO



2-Minute PROMO VIDEO

forward from this devastating pandemic that has affected us all. I lost my business completely when COVID-19 hit our shores, and like millions of people around the world, I was struggling to figure out how to cope. That's why I created this book. Life is about legacy. Part of our responsibility as leaders is to pay this knowledge forward. The youth charities we have aligned with have significant meaning to me as they involve grief support for children and youth, entrepreneurship, the performing arts, film and television and mentorship for aspiring athletes."



4-time author Alli Mang has been telling stories for more than 35 years on camera, on stage and on the page. She was Canada's first Ivory Girl when campaigns started celebrating the beauty of Moms. She launched a home and lifestyle line selling more than \$40 million LIVE on the worldwide shopping channel platform as well as being the only Canadian entrepreneur featured in the

2020 US National magazine, Where Women Create Work. Alli Mang is a master on camera instructor who consults and teaches professionals how to make a lasting impact with their unique stories of business and personal experience online, on camera and on the page.

50% of every purchase is directed to 3 youth-focused charities:

1. Lighthouse offers hope and encouragement to grieving children, teens and their families by providing a safe space to share feelings, thoughts and experiences with others who truly understand.

2. LemonAID Warriors is an award-winning non-profit founded by youth activists, to inspire and empower the next generation of compassionate leaders.

3. One World Stage and Screen makes high quality training accessible to aspiring youth who lack the financial resources to access the education and mentorship necessary to cultivate their talent in the performing arts, film & television and sports.

FINDING THE LIGHT EDITORIAL ADDITIONS GUIDELINES FOR INTERVIEWER

COVID-19 has taken away so many things we took for granted; attending religious services, school, dining out, shopping, movie theatres, live performances, and simply the ability to move freely in society - without fear. But what we realized throughout the pandemic, was that the impact of what we lost was not our ability to go places, but to commune with friends and family. This period of time, as alarming and fear provoking as it has been, may be the elixir we needed to appreciate the value of human interaction, and reaffirm our hunger and need to engage with each other in person. Not only has this pandemic caused another possible reason for those struggling with mental health to be affected, but it has introduced our entire population to a greatly heightened state of anxiety. We've all felt this shift in living that has caused society to begin really speaking about our own personal struggles in a far more comprehensive manner.

Jazz performer, Juno Award winner and national radio host, Laila Biali shares:

"The headlines are not particularly encouraging for the entertainment industry. I've had to really contend with the 'game over' voices. It's been something of a reckoning for people and I don't judge those who've decided to go a different direction. I too, started to consider alternative career paths. But the conclusion I've reached has reaffirmed and reinvigorated my sense of "the call" as a musician - on a whole other level. I now have a completely renewed resolve that my place in the world is to create and share music. I will hold fast to making it work and will plan accordingly."

The Afterword is written by world-renowned keynote speaker and expert on crisis and renewal David K. Hurst.

"No one likes a crisis but often it seems to take one before people and organizations change. Crises like the pandemic remind us that the secret of our success as a species has been our ability to cooperate in groups much larger than the family. And that takes empathy and common decency. Whatever the horrors and challenges that lie ahead, the outcome of this trial will be a new sense of identity, a renewed narrative for individuals, organizations and communities of what it means to be human and to be alive."

The Foreword was written by retired Business Executive,

Wayne Mang. "Finding the Light provides a recipe for changing the world for the better and is required reading for all who care about their families and the well-being of this

planet that we all call home. It includes stunning photos from around the world as well as over 70 essays shared by experienced, knowledgeable and caring individuals from four different countries and all walks of life who have dealt with crisis and are talking in raw and real terms about how they are leaning on their experiences and tools to deal with the current pandemic crisis. The afterword is written by David K. Hurst, a world renowned author and speaker on dealing with Crisis and Renewal. Be sure to read his essay. It tells a true story of how regular people worked together to renew and recalibrate their actions and thinking under some of the worst conditions imaginable."

Introduction of Alli Mang

We're thrilled to welcome 4-time author, entrepreneur and TV personality Alli Mang to the show to discuss her upcoming book that is sure to inspire! Alli Mang has been telling stories for more than 35 years on camera, on stage and on the page. She was Canada's first Ivory Girl when campaigns started celebrating the beauty of Moms. She launched a home and lifestyle line selling more than \$40 million LIVE on the worldwide shopping channel platform as well as being the only Canadian entrepreneur featured in the 2020 U.S. National magazine, *Where Women Create Work*. Alli Mang is a master on camera instructor who consults and teaches professionals how to make a lasting impact with their unique stories of business and personal experience online, on camera and on the page.

Proposed Interview Questions

1. This is in your 4th book release. Before we dig into *Finding The Light*, tell us a bit about your literary journey- which is really only one corner of your very diverse career.
2. *Finding The Light*- what inspired you to curate this piece?
3. If you're looking for inspiration, what makes this book the choice to make right now?
4. This isn't just a book that benefits its readers but the sales are also benefiting 3 youth charities. Tell us about them and why it was important for you to give back.
5. What advice would you give people to overcome obstacles and to keep fighting to reach their goals through this challenging time?

WHAT PROFESSIONALS ARE ALREADY SAYING ABOUT **FINDING THE LIGHT**

"We have a very short period of time in our lives. I believe this pandemic is making that clear to everyone. Now is the best time to make a shift – no matter what seems to be stopping you. Thank you for including me in this incredible book of enlightenment Alli."

-Steve Hopper, CEO Steve Hopper International Tampa, Florida

"*Finding the Light* is a healing journey. It could very well be the pathway into helping you blast into the greatest part of your life."

-David Norman, CEO Aquarian Pearls Sydney, Australia

"*Finding the Light* is a global movement of good news! I am so proud to be a part of Alli's vision."

-Darris Love, COO AZ Foothills Scottsdale, Arizona

"Alli Mang captured my story with utter perfection. As I read the written words from our interview together, I had tears in my eyes. It's wonderful seeing my personal story captured so eloquently on the page. Thank you for including me in this monumental chain letter of hope and humanity called, *Finding the Light*." **-Donald A. Joe, CEO One World Stage and Screen Santa Monica, California**

"Pick yourself up and try something new - or vary the way you did things before. Decide to start 'today' because tomorrow is not promised. *Finding the Light* is the book you need to keep you focused." **-Pam Goodwin, CEO Goodwin Commercial Dallas, Texas**

"No matter how challenging things get, your vision will pull you through. Alli Mang is a visionary and leader for creating this book. *Finding the Light* was an honor to have been a part of."

-Marquel Russell, CEO and Founder, King of Client Attraction Atlanta, Georgia

"I'm, knocked out at how multifaceted you are Alli. I read a little bit of your About page before we hopped on together. It's so fascinating and then the moment I saw you I went, okay, I can see how this woman is compelling. Speaking of LIFE – Alli Mang, your light just radiates from the screen."

-Liali Biali, Jazz performer, Juno Award winner and CBC National Radio Host Toronto, Canada

"It is a wonderful piece of work that leaves one speechless but thoughtful. It puts one's most inward unspoken thoughts into words; it's arresting and testing; it's calming but motivating; it's searching and finding ; it's reassuring and redirecting. *Finding the Light* is a healing message that transcends time."

-Wayne Mang Toronto, Canada

"Wow! I'm honoured and humbled to be a part of *Finding the Light*. Thank you for inspiring me and others and for giving so much of yourself Alli Mang. Your vision is always spot on and relevant. Your compassion is astounding. Your drive is formidable. Brava!"

-Jeanette L., General Counsel Toronto, Canada

"I'm thrilled and honored to be a part of this collective work: something I deem to be fundamentally poignant and invaluable to our global community. I can think of no better person to orchestrate our choir than Alli Mang: a true maestro of the karmic wheel. *Finding the Light* is the vehicle through which she'll get us there. In my many years working with Alli in the television industry, I marveled at her creativity, dedication and the prolific results her work garnered. This compendium is another exceptional example of her vision and production talents." **-Stephen Fenech, 2-Time Author, Professional Photographer and Environmentalist Toronto, Canada**

"I've been a fan of your writing Alli. I've read two of your books and now this one. It's no surprise to me that *Finding the Light* sings with the joyful, hopeful timber of your powerful voice. It's wonderful. And so beautiful to look at!! Congratulations."

-Lisa Henderson Los Angeles, California

"Since the beginning of the COVID-19 lockdown here in New York City, I have been out shooting and sharing the beauty that New York City still exhibits even though the city and area are either under lockdown or deserted. I am very happy to have been asked to be a part of *Finding the Light* and being able to share the day to day chronicles of life in a coronavirus era."

-Gary Hershorn, World-Renowned Photo Journalist New York, New York