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Local Author Featured on National Stroke Association *StrokeSmart* Magazine Cover

Burns, author of Live or Die: A Stroke of Good Luck, shares his inspiring story of recovery and hope with 100,000 readers

MONTEREY, CALIF. – Richard L. Burns, Carmel resident and author of Live or Die: A Stroke of Good Luck is featured on the cover of the Winter 2011 *StrokeSmart Magazine*, the official magazine of the National Stroke Association with a readership of over 100,000.

“I am so fortunate to have the opportunity to share with other stroke survivors and their families my story of success. I can only hope it inspires and encourages them along their own journeys of recovery,” said Burns.

The *StrokeSmart* article focuses on Burn’s creativity and how it was affected by his stroke. A former advertising executive behind the legendary Fruit of the Loom campaign and the smile on PSA planes, Burns was unable to return to advertising after his stroke. Instead, he channeled his creativity into writing. His memoir, Live or Die: A Stroke of a Good Luck, chronicles his recovery and is a road map for survivors on similar journeys.

A touching glimpse of one man’s diagnosis and recovery delivered through witty prose, Live or Die: A Stroke of Good Luck aims to inspire victims of stroke and other serious illness by showing them how one’s life and values change with each step of recovery. It is a practical guide to overcoming challenges one faces in the process. “It’s about how to cope and conquer, how to come out on top and how to live a real life,” (*Burns*, pg. 1).

Live or Die: A Stroke of Good Luck provides a powerful and valuable message to readers, especially shared in the sincere voice and legacy of Richard L. Burns.

Stroke is the third leading cause of death and the leading cause of serious, long-term disability in the nation, with approximately 4.7 million stroke survivors. Strokes cost this country \$63 billion per year.

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