



FOR IMMEDIATE RELEASE

CONTACT: Rusty Shelton (512) 785-4469

Deborah Norville urges you to think positively

She partners with Chicken Soup for the Soul after "falling in love" with the series

COS COB, Conn. – (September 2, 2010) – Having spent her career on television in front of a camera, most would never guess that veteran journalist and best-selling author Deborah Norville spent a period of her life feeling sorry for herself. From her mother's battle with chronic illness to her own anxiety over a career disappointment, Norville knows what it feels like to battle significant obstacles in life. In her revealing and moving foreword for *Chicken Soup for the Soul: Think Positive*, she writes that once she realized that she couldn't control the events in her life but she could control how she let them impact her, she discovered the key to happiness – thinking positively.

As the author of more than one best-selling book on the power of thankfulness and gratitude, Deborah Norville was excited to partner with Chicken Soup for the Soul on this new inspirational volume containing 101 stories from real people about how positive thinking improved their lives.

"This book is filled with the experiences of real people living everyday lives with real problems – yet they've found the inner strength to overcome those challenges or just ways to make their lives more meaningful," says Deborah Norville. "Their examples can help you find the keys to think positively, enhance your own life, and provide that little bit of motivation that will help you get over the speed bumps of life."

Of course, Norville knows it's not always easy to think positive, but she says "the better I get at resisting the temptation to give in to sorrow, frustration, or stress, the more successful I seem to be both personally and professionally."

"Why do some people just seem stronger? The answer is in this book's title – Think Positive. Recent scientific studies have proven that a positive attitude actually has measurable benefits," says Norville. "Grateful, positive people report they have better lives and more positive memories. People who can recall positive events have been proven to be more resilient, even in the most difficult of situations. People who keep track of the "good things" in their lives are healthier, more active, more productive -- and held in higher regard by those around them. There's peer-reviewed proof of this!"

Chicken Soup for the Soul: Think Positive (Chicken Soup for the Soul Publishing, LLC, September 28, 2010, 978-1935096566, \$14.95) is filled with 101 stories of optimism, faith, and strength that avoid tired clichés and use real-life examples that encourage readers to stay positive throughout life's many challenges.

Veteran journalist Deborah Norville has been anchor of Inside Edition, the nation's top-rated syndicated newsmagazine, since March 1995. Not only has she anchored coverage of presidents, Oscar red carpet events and the Emmy Awards, she is also active in a number of charities, including having been National Celebrity Spokesperson for the Mother's March of Dimes, a director for Girl Scout Council of Greater New York and on the Steering Committee for the Rita Hayworth (Alzheimer's) Gala. Go to www.deborahnorville.com for more about Norville.

Chicken Soup for the Soul: Think Positive (Jack Canfield, Mark Victor Hansen, and Amy Newmark; foreword by Deborah Norville) will be released on September 28, 2010. Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

###

To receive a review copy of *Chicken Soup for the Soul: Think Positive*, or to schedule an interview, please contact Rusty Shelton at 512-785-4469 or rusty@sheltoninteractive.com.